



2030 DISTRICTS[®]

Becoming a
2030 District



Introduction

2030 Districts[®] are unique private/public partnerships in designated urban areas across North America committed to reducing energy use, water use, and transportation emissions.

Overseen by influential non-profit research organization Architecture 2030, 2030 Districts are in the vanguard of grassroots collaborative efforts to renovate hundreds of millions of square feet of existing buildings and construct high-performance infill development and redevelopment.

2030 Districts bring property owners and managers together with local governments, businesses, and community stakeholders to provide a business model for urban sustainability through collaboration, leveraged financing, and shared resources.

Together they benchmark, develop, and implement creative strategies, best practices, and verification methods for measuring progress towards a common goal - the targets called for by Architecture 2030 in their 2030 Challenge for Planning.



2030 District Growth Phases

Launching and running a new 2030 District is an intensive and engaging project. This document lays out the phases of the process, and describes the resources available to help you.

All of the resources outlined are available via the 2030 Districts Web Portal, and the most up to date listing is available at: www.2030districts.org/toolkits

There are three phases in the development of a 2030 District:

Phase 1: Prospective 2030 District

Phase 2: Emerging 2030 District

Phase 3: Established 2030 District

Phase 1: Prospective 2030 District

A Prospective 2030 District is formed by establishing an exploratory committee. This committee consists of interested stakeholders who will provide outreach, guidance, and support for implementing the 2030 District model in their local community. These committees are self-created, but care should be taken to have broad engagement with appropriate stakeholders. No one organization should control the committee and stakeholders should feel equal ownership.

Prospective 2030 Districts are required to have:

- Reviewed the 2030 Districts Network materials
- Formed an exploratory committee with an interested group of stakeholders.
- Outreached to property owners, managers and developers
- Verbal intent to work to form a 2030 District

Prospective 2030 Districts receive the following resources:

- Focused consultation services from Architecture 2030 staff
- Prospective District marketing materials
- 2030 Districts Network conference calls and webinars

2030 District Growth Phases

Phase 2: Emerging 2030 District

An Emerging 2030 District is formed once the exploratory committee has active participation from a diverse set of property owners/managers and has substantive traction and support from local stakeholders.

Emerging 2030 Districts are required to have:

- Stated an intent to established a 2030 District
- An exploratory committee with active participation from 3 different property owners and/or managers
- Intent to meet or surpass the energy, water and vehicle emissions reduction targets called for by Architecture 2030 in the 2030 Challenge for Planning.

Emerging 2030 Districts receive:

- All of the benefits of a Prospective 2030 District plus:
- Access to District administration toolkits:
 - Outreach and Communications Toolkit | Performance Metrics Toolkit
 - District Funding Toolkit | Project Financing Toolkit | Operations Toolkit
- Access to the 2030 Districts online collaboration tool, NationalField
- City-specific website on the 2030 Districts Web Portal with the following sections: News, About, Contact, Events
- City-specific enterprise account for email, file sharing , calendar, etc.
- Access to Architecture 2030 sponsored events

2030 District Growth Phases

Phase 3: Established 2030 District

An Emerging 2030 District becomes an Established 2030 District when the exploratory committee has agreed on a formal organizational structure, generated a critical mass of commitments from property owners and managers, and signed the official 2030 Districts Charter with Architecture 2030.

Established 2030 Districts are required to have:

- A private sector led Advisory or Leadership Board/Committee with a minimum recommended composition of 40% property owners, managers, and developers, 20% professional stakeholders, and 20% community stakeholders
- Signed commitments/pledge letters from at least five owners and managers
- A mission aligned with 2030 District goals
- Set targets for energy, water and vehicle emissions reductions that meet or exceed the 2030 Challenge for Planning targets
- Adopted Generally Accepted Accounting Principles and a financial management system
- Shared key information with Architecture 2030 staff
- Signed the 2030 District Charter with Architecture 2030

Established 2030 Districts receive:

- All of the benefits of an Emerging 2030 District plus:
- Use of the 2030 District service mark (logo and branding)
- Fundraising Support
- Technical support and related services
- Additional website sections and functionality with Members page, Supporters page, Homepage image and integrated district committed s.f. calculations
- 2030 District staff enterprise accounts (email, file sharing, social networking)
- Access to national partners and related services
- 2030 Districts Network publications and other available information

2030 Districts Network Toolkits

Outreach and Communications Toolkit:

- Media and Marketing Materials:
 - E-News Bulletin template | Press release boilerplates | Business card templates
 - Photo release template | Small Commercial Program outreach materials
- Parter Relations Guides:
 - Owner/Manager/Developer Organizations | Non-Profit Aligned Organizations
 - Public Sector/Municipal Organizations
- Partner Relations Guide template

Performance Metrics Toolkit:

- Introduction
- Energy Baseline Guides
 - Using Target Finder | Energy Baseline Setting | Using Baseline Formulas
- District Tracking and Reporting Guide
- Appendices
 - 2030 District Space Types | Portfolio Manager Baselines Template
 - District Reporting Template | Portfolio Report Template

Project Financing Toolkit:

- General Resources
 - Finance calculators | Public Sector & Private Sector Financing Guides
- Guides and Examples
 - Property Assessed Clean Energy | Qualified Energy Conservation Bond | On Bill Finance / On Bill Repayment | Small Business Association Financing
 - Energy Savings Performance Contracting

District Funding Toolkit:

- Templates and examples
 - Sponsorship | Grants | Fee for Service