Establishing 2030 Districts and Organizational Structures
Introduction
Across the United States, 2030 Districts® have formed to meet the energy, water and vehicle reduction emissions targets for existing buildings and new construction called for by Architecture 2030 in the 2030 Challenge for Planning and Buildings.

2030 Districts® are unique private/public partnerships, where property owners and managers, together with local governments, businesses, and community stakeholders, provide a business model for urban sustainability through collaboration, leveraged financing, and shared resources. Together they develop and implement creative strategies, best practices and verification methods for measuring progress towards this common goal.

First established in Seattle by Brian Geller and Architecture 2030, 2030 Districts® are at the forefront of national grassroots efforts to create strong environmental partnerships, coalitions, and collaboration around ambitious, yet achievable, measurable goals for existing buildings and infrastructure, as well as new development.
A Private/Public Partnership

While 2030 Districts are as naturally diverse as the communities they represent, private sector leadership is a key component, keeping each District connected to market realities and solutions.

Establishing a 2030 District as a private sector led effort ensures support from companies and businesses, as well as public sector institutions, by aligning competing businesses around a common mission and specific targets with shared ownership and accountability. The voluntary participation of 2030 Districts allows private businesses the opportunity to distinguish themselves as market leaders, while the monitoring and tracking of progress assures participation in the effort.

The private sector leadership of 2030 Districts and the 2030 Challenge for Planning goals provide a consistent vision for short- and long-term targets, and guides future business decisions, strategic planning, municipal infrastructure and programs, as well as incentives and policies.

Support from the public sector is essential for a successful private/public partnership. States and local governments play important roles in 2030 District development by creating new or modifying existing incentives and government programs to support stakeholders in collectively achieving the 2030 District targets. The public sector also implements district-wide solutions involving infrastructure and municipally owned utilities.
Forming the 2030 District

A 2030 District involves the cooperation and collaboration of:

PRIVATE SECTOR STAKEHOLDERS
building owners, managers and developers, and architecture, engineering and building services professionals; community stakeholders: nongovernmental, non-profit and professional organizations;

THE PUBLIC SECTOR
states and local governments.

Potential stakeholders in the region should be identified and engaged in the initial conversations about the formation of a 2030 District in order to encourage joint ownership in the effort. As stakeholders are engaged, a concurrent mapping and assessment of interested and prospective properties should also be performed.

2030 Districts are focused on urban or urbanizing areas consisting of commercial and multifamily buildings. These geographical areas are typically resource insensitive, and contain multiple properties under the same ownership and/or management, allowing for the rapid and effective implementation of resource efficiency practices.

Once interested and prospective properties are identified, the 2030 District boundary is established containing the highest concentration of interested properties. Additional phases and expansions of the boundary can also be established. Areas not directly adjacent to an established 2030 District should consider forming as a separate 2030 District with discrete performance tracking.
Once key stakeholders and partners have agreed to establish a 2030 District, the questions of organization, support and leadership must be addressed. An entity or organization and a full-time or near full-time local director will be needed to lead the effort and coordinate partners.
Integration Into An Existing Entity

During the engagement of partners and/or member organizations when beginning a 2030 District effort, organizations will emerge that have similar or complementary missions. While these organizations can play supporting role for the 2030 District effort, one or more may emerge with the capacity, mission, and vision necessary for hosting the new 2030 District’s staffing and financial support services.
Many factors should be considered when determining if the 2030 District effort can reach its full potential as part of an existing organization or entity. While some entities may not be ideal, the following selection criteria should be considered:

- A neutral, unbiased party among professional stakeholders and property owners, managers and developers.
- A mission that directly aligns with that of the 2030 District and focuses on high performance buildings and district-scale thinking.
- Support from the highest level for the 2030 District effort as a central tenant of the organization’s mission.
- Stable financial resources that will be able to support the 2030 District effort.
- The ability to seek and obtain multiple sources of funding, including foundation grants.
- Strong support and connections to the area’s professional service providers, community organizations, local governments and utilities.
- Accountability to a Board of Directors, 2030 District Advisory Board, members or partners.

*Private, for-profit companies and governmental entities should not lead or manage the 2030 District effort.

Some examples of potential organizations or entities that can successfully manage a 2030 District effort include: business improvement districts or downtown associations; chambers of commerce; green building councils; building sector professional organizations (e.g., AIA, ASHRAE, etc.); building owner, manager, operator, or developer organizations (BOMA, FEPA, NAIOP, etc.), building sector NGO’s (Green Building Alliance).
Creating A New Entity

It is possible that after considering all potential existing entities, stakeholders and partners decide that none are appropriate to manage the 2030 District and that a new organization should be formed for this purpose. We recommend that a new organization consider:

- incorporating as a 501c3, non-profit entity.
- adopting a similar mission statement and purpose as other established 2030 District organizations*.
- organizing and maintaining a Board of Directors that consists of a minimum of 40% property owners, managers and/or developers, 20% professional stakeholders, and 20% community stakeholders.
- enlisting support from all stakeholders and partners in the formation of the new organization.
- identifying stable funding and staffing.

*Existing 2030 District organization have agreed to share their bylaws and policies and procedure documents for guidance.
The 2030 District Charter

Once the appropriate entity for managing and supporting the 2030 District is established, that organization is required to sign a formal 2030 District Charter with Architecture 2030. The 2030 District Charter outlines the responsibilities that the Sponsor Organization (i.e., the entity managing or supporting the 2030 District) must assume for the use of the 2030 District trademark, and grants access to the resources and support of the 2030 Districts Network.