The Value of 2030 Districts
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, 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 key, keeping a District connected to market realities and solutions. While support from the public sector is also needed there are inherent barriers associated with solely public sector led efforts.

Even voluntary public sector led efforts can create mistrust or opposition from the private sector for fear of regulation, fees, or mandates that are perceived as bad for business. Also, the long-term implementation and support for public sector led efforts can be questionable, as administrations and their priorities can change term to term. Support from the public sector, however, is essential for a successful private/public partnership. States and local governments play an indispensable role in a 2030 District, helping to create new or modify existing incentives and government programs to support private sector stakeholders in collectively achieving the 2030 District goals. The public sector is also crucial in implementing district-wide solutions involving infrastructure and municipally-owned utilities.

Private sector led efforts tend to attract a higher level of collaboration and adoption than their public sector counterparts due to connections to market realities, voluntary adoption, and consistent vision. Establishing 2030 Districts as private sector led efforts insures support from private sector companies and businesses, as well as public sector institutions, by aligning competing businesses around a common mission and goal 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 the short and long-term and guides future business decisions, strategic planning, municipal infrastructure and programs, as well as incentives and policies.
Why Districts

While individual buildings will have specific opportunities for resource reductions, a district approach provides the opportunity for a number of innovative and integrative opportunities and efficiencies of scale.

Many businesses and organizations have programs around sustainability and resource efficiency, but have dissimilar goals and use different metrics and tools to track progress. A 2030 District aligns disparate programs and initiatives of various stakeholders under the common vision and goals of the 2030 Challenge for Planning. The 2030 District also provides a common language of metrics and tools to effectively communicate best practices and progress across various businesses and cities. Allying with supporters and competitors alike through a 2030 District also increases individuals’ effectiveness to advocate for policies and incentives, leverage existing programs and support, as well as influence product manufactures to provide discounts on materials and equipment and pursue alternative financing and shared resources.

A geographical boundary for a given 2030 District creates a sense of place and identifies the physical location nationally and internationally as a beacon of efficient resource practices, sound economic investments and market leaders. Building owners, managers and developers participating in 2030 Districts understand that by working collectively toward the 2030 District goals they are improving not only their assets, but those of their neighbors, increasing the entire District’s value and appeal to interested tenants and buyers, allowing them to better compete in the marketplace.

District-scale thinking and aggregated goals also allow for traction and support for larger discussions of shared infrastructure, such as district-wide heat recovery, distributed generation, and other district efficiencies that can reduce the demand for resources. Without the shared vision and network of support that 2030 Districts offer, this type of large-scale investment, involving multiple stakeholders and ownerships, is considerably more difficult to achieve.
We believe advancements in energy efficiency will attract businesses, create jobs, and protect vital natural resources, all necessary for sustained growth and prosperity.

- Brett Phillips, Director of Sustainability, Unico Properties
As an industry leader in sustainability and a founding member of the Seattle 2030 District, CBRE is committed to demonstrating and sharing our global expertise. We pledge to lead by example and work with the City of Seattle and our fellow building owners and managers to develop, implement, and promote sustainable practices that will result in lower energy and utility consumption while reducing Seattle’s overall environmental impact.

- Dave Pogue, Global Director
2030 Districts Benefits:
2030 Districts leverage strategic partnerships with professional and community stakeholders to provide building owners, property managers, developers and professional service providers with the education, services, tools and support needed to accomplish the performance goals of the District.

PROPERTY OWNER & MANAGERS
Through District membership, building owners, property managers, and developers are given access to a suite of resources, tools and opportunities to improve and add value to their assets. Member are granted access to:

- Assessment of current building performance relative to 2030 District goals
- Anonymous benchmarking against local peer buildings
- Guidance for moving towards 2030 District goals
- Training and ongoing support through educational workshops on tools and best practices
- Innovative software platforms to track and analysis performance
- In-kind member professional services and contributions, including project scoping and feasibility
- Influence on District-related policy issues, including incentives

PROFESSIONAL STAKEHOLDERS
Through District membership, professional stakeholders have opportunities to reach an engaged audience of developers, property owners and property managers as they assess efficiency upgrades for their properties. They also again access to the most up-to-date information regarding potential new and renovation projects within the 2030 District. Professional stakeholder can also provide guidance and influence to permitting and policy revisions that are considered to incentivize 2030 Challenge projects.

COMMUNITY STAKEHOLDERS
Through District membership, community stakeholders can expand their reach and network to better fulfill their mission. 2030 Districts are not meant to replace or compete with existing programs, but rather to leverage and expand programs and initiatives of community stakeholder to reach an eager market of potential implementers.