



2030

DISTRICTS[®]
NETWORK

Becoming a 2030 District



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.



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.

All of the resources outlined are available via the 2030 Districts Web Portal, and the most up to date materials are 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 contacting the 2030 Districts Network and then 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. The group does not have a license to use the 2030 District name or mark.

Prospective 2030 Districts are required to have:

- Reviewed the 2030 Districts Network materials
- Formed an exploratory committee of interested stakeholders and provide those contacts to the Network
- Outreached to property owners, managers and developers
- Sent to Network written intent to work to form a 2030 District
- Identify approximate boundaries for the District and approximate square footage

Prospective 2030 Districts will receive the following resources once the Network has reviewed the above materials and given the group permission to proceed:

- Consultation services from 2030 Districts Network staff
- Prospective District marketing materials
- 2030 Districts Network conference calls and webinars

2030 District Growth Phases

Phase 2: Emerging 2030 District

The Network will invite a group to move to the Emerging 2030 District status 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:

- An exploratory committee with active participation from 5 different property owners and/or managers. Minutes from 3 meetings submitted to the Network
- Written intent to meet or surpass the energy, water and vehicle emissions reduction targets called for by Architecture 2030 in the 2030 Challenge for Planning and the form a District
- A proposed timeline for progressing to an Established District (not longer than 18 months) as well as a draft business plan outline for the District
- A letter of intent from a local sponsor organization

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
- 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 2030 Districts Network sponsored events
- Invitation to the 2030 Districts Network Summit

2030 District Growth Phases

Phase 3: Established 2030 District

The Network moves an Emerging 2030 District to 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 the 2030 Districts Network.

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. The roster should be kept up to date with the Network.
- A District boundary
- A detailed business plan outlining the initial two years of the District. At a minimum, the plan should include organizational structure, program information, a competitive analysis of local sustainability and green building efforts, staffing and financial information.
- Signed commitments letters from at least ten owners/managers or 10 million square feet of commercial real estate or 10% of the CRE square footage within the stated District boundary
- Signed commitment letter from the local municipality
- 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
- A letter stating the District has adopted Generally Accepted Accounting Principles and a financial management system
- An MOU or a letter of support from a sponsor organization if one will be involved or if a sponsor organization will not be involved, documentation on the local groups non-profit status including the organizational structure
- Signed the 2030 District Charter with the 2030 Districts Network

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
- Partner 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