

# APA

## Sustain



## Webinar

*EcoDistricts Certified: A New Standard  
for Community Development*



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# Division Information

## Upcoming Educational Events

See [SustainablePlanning.net](http://SustainablePlanning.net) to register!

### Free Webinar

*Solar Planning and Zoning: From the Rooftop to the Solar Farm*  
(February 27, 1.50 CM)

### Training

*EcoDistricts Foundations Course + Workshop, in New Orleans*  
(April 20, 6.50 CM)

## Division Contact Information

**Website:** [planning.org/divisions/sustainable](http://planning.org/divisions/sustainable)

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# Today's Event

## EcoDistricts Certified: A New Standard for Community Development

**Naomi Cole**

Director of Certification + Innovation, EcoDistricts



SUSTAINABLE NEIGHBORHOODS FOR ALL

# EcoDistricts Certified

The Standard for Community Development  
APA Sustainable Communities Division Webinar 2.7.18

#ecodistricts  
#sustainableneighborhoodsforall

EcoDistricts

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# **AGENDA**

*APA Introduction (5 min)*

*EcoDistricts Certified (15 min)*

*Case Studies (15 min)*

*Questions + Discussion (25 min)*



## ABOUT ECODISTRICTS

*Advance a new standard for urban and community development that promotes sustainable neighborhoods for all.*

***BUILD A COMMUNITY OF  
PRACTICE***

*CERTIFICATION, AP, TRAINING +  
PROFESSIONAL DEVELOPMENT*



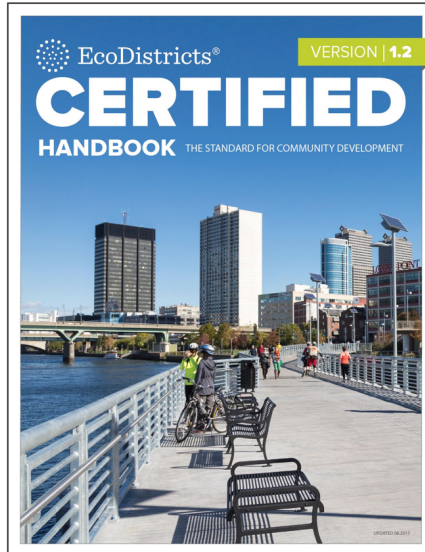
***SUPPORT INNOVATIVE  
CITIES + PROJECTS***

*ACCELERATOR*

*ECODISTRICTS*

# GUIDED BY A NEW STANDARD

*Urban and community development that makes **equity and sustainability** fundamental to neighborhoods for all.*





# ECODISTRICTS CERTIFIED



ES&P CONSULTING

## *Imperatives*



### ***Equity***

*Procedural*

*Structural*

*Distributional + cross generational*



### ***Resilience***

*Social stresses + shocks*

*Economic stresses + shocks*

*Environmental stresses + shocks*



### ***Climate Protection***

*Thermal energy + electricity use*

*Solid waste + wastewater management*

*Transportation*

## *Priorities*



*Place*



*Prosperity*



*Health + Wellbeing*



*Connectivity*



*Living Infrastructure*



*Resource Regeneration*

# Implementation



## **Formation**

*Leadership + collaboration model*

*Decision making procedures*

*Governance structure*

**> Declaration of Cooperation**



## **Roadmap**

*Priorities*

*Objectives*

*Indicators*

*Baseline and target*

*Strategies*

*Implementation funding, schedule*

**> Action plan for achieving priorities**



## **Performance**

*Roadmap implementation*

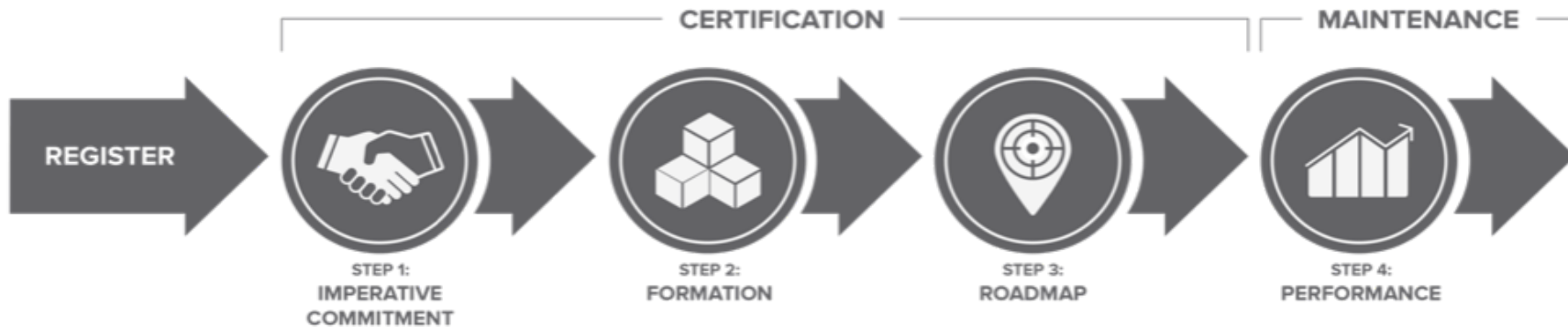
*Report progress toward targets*

*Continuously improve performance*

*Share experience and knowledge*

**> Biennial progress report**

# CERTIFICATION PROCESS



*Within 1 year of registration*

*Within 2 years of imperative commitment endorsement*

*Within 2 years of certification*

[www.icas.ac.uk](http://www.icas.ac.uk)

## HOW IT'S DIFFERENT

*Pathway for action and implementation*

*Flexible yet holistic and rigorous*

*Applicable to a range of neighborhood types*

*A new way of working together*

*Creates trust and community ownership*

*Accountability for goals*

*A community of practice*



# 15 PENDING CERTIFIED DISTRICTS

*ATL EcoDistrict (Atlanta)*

*Capitol Hill EcoDistrict (Seattle)*

*Central Area Cultural District (Seattle)*

*City Yards (Santa Monica)*

*East Harbour (Toronto)*

*High Falls (Rochester)*

*Little Haiti EcoDistrict (Miami)*

*MetroHealth (Cleveland)*

*Millvale EcoDistrict (Pittsburgh area)*

*Lloyd EcoDistrict (Portland)*

*Pacific Beach EcoDistrict (San Diego)*

*RiNo (Denver)*

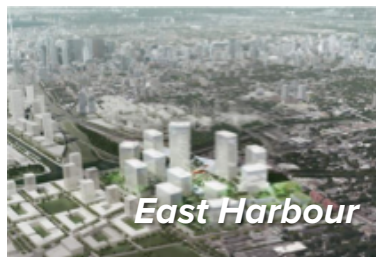
*Sun Valley EcoDistrict (Denver)*

*Seaholm EcoDistrict (Austin)*

*TNT Eco Innovation District (Boston)*



# THE FIRST ECODISTRICTS





# A DIVERSITY OF PROJECTS

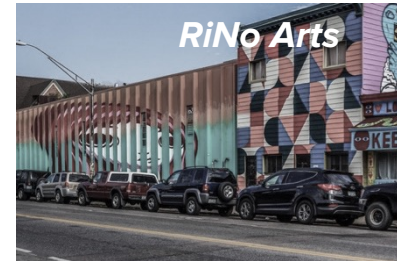
## *New Districts*



*Private sector led*

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## *Existing Districts*



*Public agency led*

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*Community led*

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*Publicist*

# A GROWING COMMUNITY



**60**  
COUNTRIES

**49**  
STATES

**704**  
CITIES



GET TO KNOW AN ECODISTRICT

# SUN VALLEY ECODISTRICT

DENVER, CO, USA

*#ecodistricts*  
*#sustainableneighborhoodsforall*

**EcoDistricts**

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# DISTRICT SNAPSHOT

***DISTRICT TYPE:***

*Neighborhood Redevelopment*

***SITE SIZE:***

*100 acres*

***DEMOGRAPHICS:***

*- 1,500 residents*

*- Median income: \$9,874*

*- 70% unemployment rate*



# FORMATION

*SVED formed in summer 2016 as a 501(c)3*

*Evolved from DHA's ongoing public housing redevelopment*

*SVED provides master development oversight, funding and catalytic projects*



## EARLY WINS

**PLACE** – 750 apartment units in Sun Valley will be public and affordable housing

**PROSPERITY** – Micro-business incubator to empower local job opportunities

**CONNECTIVITY** – Complete Streets design and better access to new light rail station

**LIVING INFRASTRUCTURE** – \$4 million invested in South Platte River restoration

**RESOURCE REGENERATION** – EPA funded energy study included district-based energy solutions



## LESSONS LEARNED

*Anti-poverty and anti-displacement initiatives need to be integrated into existing and future planning and development.*

*Connecting Sun Valley to downtown Denver remains a challenge but is fundamental to ensure access to opportunities*

*It takes a lot of capacity to effectively deliver on an ambitious Ecodistrict vision.*

GET TO KNOW AN ECODISTRICT

# LLOYD ECODISTRICT

PORTLAND, OR, USA

*#ecodistricts*  
*#sustainableneighborhoodsforall*

**EcoDistricts**

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# DISTRICT SNAPSHOT

## ***DISTRICT TYPE:***

*Existing Business District*

## ***SITE SIZE:***

*400 acres*

## ***DEMOGRAPHICS:***

- *82.1% White*
- *Median Age: 44.3*
- *Per Capita Income: \$35,282*
- *24,000 working professionals in the EcoDistrict*



# FORMATION

*Launched as 501c6 in 2010 with seed funding from Business Improvement District*

*Governed by a volunteer Board of Directors with three funded staff*

*“Working Better Together”*

## **KEY STAKEHOLDERS:**

*Lloyd BID*

*American Asset Trust*

*Pacific Power*

*Portland State University*

*Lloyd Center*

*Metro*

*Elders in Action*



# EARLY WINS

## **PLACE**

*Intersection Mural*

## **PROSPERITY**

*Right2Root*

*Livable Lloyd*

## **CONNECTIVITY**

*Lloyd E-Fleet Program*

## **LIVING INFRASTRUCTURE**

*Pollinator Corridor*

## **RESOURCE REGENERATION**

*Energy Action Plan (12% reduction in 5 years)*

*LED Advantage Member Program*

*District Utility Data Tracking*

*Hassalo on Eight + NORM*



# Roadmap Example: Lloyd

## Strategies + Goals Summary

range described within the Achieving Goals sections

	CITY GOAL	DISTRICT POTENTIAL	ECODISTRICT GOAL	RECOMMENDED STRATEGIES	RECOMMENDED GOAL*
prosperous district	NONE ROI	0-56 YEARS ROI	NONE ROI	All strategies of the Roadmap are recommended to achieve the full potential of the Prosperous District.	≤ 10 YEARS ROI
	10,000 NEW JOBS	10,000-50,000 NEW JOBS	NONE NEW JOBS		10,000 NEW JOBS
efficient district	45% ENERGY REDUCTION	45-63% ENERGY REDUCTION	100% ENERGY REDUCTION	<ul style="list-style-type: none"> <li>Existing Building Retrofit Program</li> <li>High Performance New Buildings</li> <li>Aggregate Renewable Energy Program</li> <li>District Energy Utility</li> <li>Energy Efficient Street Lights</li> <li>District Dashboard and EcoDistrict Concierge</li> <li>High Performance New Buildings</li> <li>District Water Utility</li> </ul>	60% ENERGY REDUCTION
	NONE WATER REDUCTION	44-77% WATER REDUCTION	NONE WATER REDUCTION		58% WATER REDUCTION
	93% WASTE REDUCTION	57-93% WASTE REDUCTION	100% WASTE REDUCTION		93% WASTE REDUCTION
	80% SITE EIA	50-100% SITE EIA	WATER Meet both human and natural needs through reliable and affordable water management.		10% DISTRICT EIA
40% STREET EIA	25-100% STREET EIA	HABITAT + ECOSYSTEM FUNCTION Achieve healthy urban ecosystems.			
connected district	100% 100M TO NATURE	25-100% 100M TO NATURE		<ul style="list-style-type: none"> <li>District Zero-Waste Program</li> <li>Green Sites</li> <li>Green Infrastructure Corridors</li> <li>Greenstreets</li> <li>Clackamas Park</li> <li>Retail Commercial Streets</li> <li>Boulevard Streets</li> <li>Flexible Streets</li> <li>Pedestrian Bridges</li> <li>Bike Sharing</li> <li>Car Sharing</li> <li>District Dashboard</li> <li>EcoDistrict Concierge</li> </ul>	100% 100M TO NATURE
	40% COMMUTE SOV	40-50% COMMUTE SOV	ACCESS AND MOBILITY Provide access to clean and affordable transportation options.		40% COMMUTE SOV
	100% ACCESS TO SHARING	0-100% ACCESS TO SHARING			100% ACCESS TO SHARING

# Immediate Actions + Investments

IMMEDIATE 2 year	SHORT-TERM 5 year	MID-TERM 10 year	LONG-TERM 10+ year
EXISTING BUILDING RETROFIT PROGRAM	HIGH PERFORMANCE NEW BUILDINGS	AGGREGATE RENEWABLE ENERGY PROGRAM	PEDESTRIAN BRIDGES
DISTRICT ENERGY UTILITY	DISTRICT DASHBOARD	RETAIL COMMERCIAL STREETS	CLACKAMAS PARK
DISTRICT WATER UTILITY	ECODISTRICT CONCIERGE	BOULEVARD STREETS	
GREEN STREETS	GREEN SITES	GREEN INFRASTRUCTURE CORRIDORS	
CAR SHARING	FLEXIBLE STREETS	BUILDING CHARACTER	
BIKE SHARING	ENERGY EFFICIENT STREET LIGHTS		
DISTRICT ZERO-WASTE PROGRAM			

Strategies outlined with a dotted line above and in lighter green text at right are prioritized in the City of Portland's N/NE Quadrant Plan. The EcoDistricts Roadmap considers these projects to be part of the base case district, but includes them because they are essential to meeting EcoDistricts performance goals.

## Summary of Investments

### PRIVATE

- Existing Building Retrofit Program
- High Performance New Buildings
- Green Sites
  - Building Character
- EcoDistrict Concierge
- District Dashboard
- District Zero-Waste Program

### PRIVATE THIRD PARTY

- District Energy Utility
- District Water Utility
- Aggregate Renewable Energy Program
- Car Sharing

### PUBLIC

- Retail Commercial Streets
- Boulevard Streets
- Flexible Streets
- Pedestrian Bridges
- Green Infrastructure Corridors
- Green Streets
- Clackamas Park
- Energy Efficient Street Lights

### PUBLIC-PRIVATE PARTNERSHIPS

- Bike Sharing

## LESSONS LEARNED

*Challenging to get businesses to commit funds to shared investments*

*Even in a business district, it's really all about creating community*

*If you build it, they will come – Lloyd has become a destination because of its sustainability*

GET TO KNOW AN ECODISTRICT

# MILLVALE ECODISTRICT

MILLVALE, PA, USA

*#ecodistricts*  
*#sustainableneighborhoodsforall*

**EcoDistricts**

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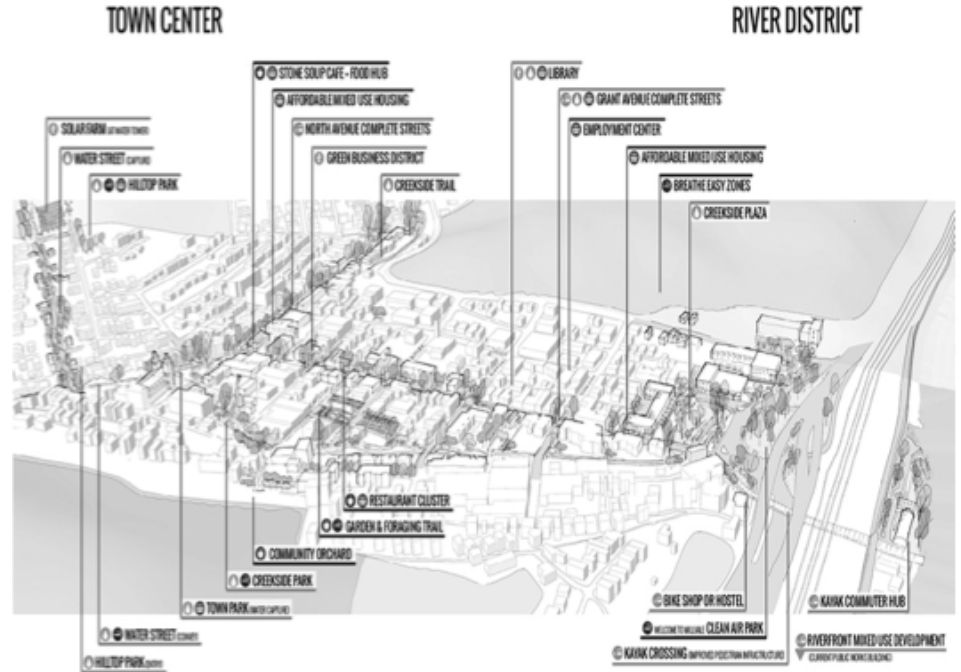
# DISTRICT SNAPSHOT

**DISTRICT TYPE:** Existing Neighborhood

**SITE SIZE:** 448 acres

**DEMOGRAPHICS:**

- 3, 744 residents
- 21.6% below poverty line
- Median family income: \$47, 888





# FORMATION

*Started collaboration in 2007.  
Ecodistrict Collaborative formed in  
September 2016*

*Borough of Millvale serves as the  
Ecodistrict's backbone organization*

## **Four Founding Organizations:**

1. *Borough of Millvale*
2. *Millvale Community Library*
3. *MCDC*
4. *New Sun Rising*



## EARLY WINS

**PLACE** – Millvale Community Library built by volunteers

**PROSPERITY** – Launch Millvale Program

**HEALTH + WELLBEING** – Gardens of Millvale

**CONNECTIVITY** – Millvale Borough Bike and Pedestrian Committee

**LIVING INFRASTRUCTURE** – Four large-scale bioswales

**RESOURCE REGENERATION** – Three solarized community buildings





## 2015 VISIONS



### ENERGY

CONSERVE

PRODUCE

RESILIENCY

Millvale is a self reliant urban solar village.

PROJECTS Solar Farm, Green Business District, Community Center phase II, Allegheny Solar Co-op

ACTIONS 1) Gather deep data on consumption and develop a more detailed business case. 2) Develop or connect with creative financing and implementation products that benefit the current population as well as attract new residents. 3) Commit to municipal energy leadership. 4) Expand visibility and viability of renewable energy technologies.



### FOOD

PRODUCE

PROCESS

DISTRIBUTE

ENGAGE

MANAGE

Millvale is a foodie paradise for everyone and is known for hyper local production.

PROJECTS Restaurant Cluster, Food Foraging Trail

ACTIONS 1) Get food based production sites "in place". 2) Move from access to enablement. 3) Accelerate the emerging entrepreneurial food scene. 4) Review and track issues related to Millvale's materials metabolism.



### WATER

PROTECT ASSETS

PLACEMAKING

PRODUCTIVE

Millvale is part of a just watershed system known for productive and pleasurable landscapes.

PROJECTS Creekside Park and Plaza, Complete Streets and Town Plaza, Integrated Green Infrastructure, Watershed Advocacy Team

ACTIONS 1) Bring green stormwater infrastructure projects to the "shovel-ready" stage. 2) Develop a vision for complete streets along Grant and North Avenues that improves sidewalk culture and below grade infrastructure. 3) Decrease the impact of the flood plain ordinance through a reduction of the BFE and by streamlining compliance procedures.



### MOBILITY

MULTI-MODAL

SAFE

ACCESS

Millvale is a place where people of all ages have the freedom to move safely.

PROJECTS Kayak Commuter Hub, Complete Streets Infrastructure, Youth Place Spaces

ACTIONS 1) Develop a transportation baseline by gathering data on current modes of transportation and destinations/routes. 2) Encourage expanded use of alternative transportation. 3) Increase visibility and safety by installing biking, biking and walking infrastructure. 4) Encourage walking and biking through/to downtown Millvale by discouraging the use of cars.



### AIR

HEALTHY

FEWER SOURCES

LESS IMPACT

Millvale is a clean air community where people breathe easy indoors and outdoors.

PROJECTS Clean Air Park, Breathe Easy Zones, Research-based Interventions

ACTIONS 1) Gather in-depth data on the magnitude of air quality-related issues in Millvale. 2) Create policies and projects that minimize production of and contact with air pollutants. 3) Create an informed culture that advocates for and acts upon air quality-related issues.



### EQUITY

DIVERSE

EDUCATED

EMPOWERED

HEALTHY

Millvale is a place of self-determination, where Millvalians are able to participate and shape their future as well as the future of Millvale.

PROJECTS Affordable Housing, Connected Greenspace, Needs Assessment

ACTIONS 1) Gather and establish equity-related baseline data. 2) Create pathways for participation 3) Measure, grow and communicate.

# Roadmap Example: Millvale



## METRICS

### ENERGY CONSERVATION

100%  
INCREASE

- # of smart meters installed
- BTU savings
- \$ savings
- Weatherization
  - # of weatherization projects
  - \$ of weatherization projects
  - commercial
  - residential

GOAL

50%  
< 3YRS

- % of household budget spent on energy bills
- Return on Investment (ROI)

### RENEWABLE ENERGY

100%  
INCREASE

- Renewable Energy Projects
  - # of renewable energy projects
  - kWh generated
  - kWh per person
  - kWh per household
- \$ savings
- Public/Private Funders

100%

- % of municipal demand supplied by renewables
- % of private sector demand supplied by renewables
- % of total Borough demand met by renewables

GOAL

### COMMUNITY RESILIENCY

100%

- Energy Hub
  - \$ raised
  - % completed
  - % of in-Borough energy generated

100%  
INCREASE

- # of new financing models used in Millvale
- # of individuals trained for the energy workforce

GOAL

# LESSONS LEARNED

*As a small town with limited resources, it was essential to work together both internally and externally to pool resources.*

*Because Millvale EcoDistrict partners are so well connected, they could push policies, projects, and programs effectively. What Millvale lacks in resources, it makes up for with agility and internal connectivity.*

*Start small. Having projects that residents were able to see, touch, and engage with helped boost community involvement.*

*Millvale has become a model for numerous other communities in the Pittsburgh area that are now pursuing EcoDistricts.*

**LEARN MORE AT APA NEW ORLEANS**

*EcoDistricts Foundations workshop –  
April 20 at Tulane*

*Everything you need to know to  
become an EcoDistricts AP*

*Register now*



## JOIN US

*Bring a team to Incubator*

*Certify a community*

*Become an AP*

*Get help on a project*

*Attend the Summit*

*Minneapolis Oct 17-18*



Q+A

LIVE A  
GREAT  
STORY



EcoDistricts



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EcoDistricts

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