MORE THAN 72k TOTAL RESIDENTS

AT LEAST 4.7MM SF OF NEW REAL ESTATE

4k TOTAL ACRES

2 K-12 CAMPUSES AND 25k STUDENTS

10 DISTRICT TEAMS

8 CITIES

4 LOW INCOME + MINORITY NEIGHBORHOODS
Atlanta, GA: AUC Vine City & English Ave.

220 acres • 21,146 residents
43% living in poverty
$24,374 median household income
11,320 currently enrolled in colleges or universities
Densest location of historically black colleges and universities: Clark Atlanta University, Morehouse College, Morehouse School of Medicine, Spelman College, Morris Brown College and the Interdenominational Theological Center.

Auckland, NZ: Wairaka Precinct

132 acres • 2,000 homes and 19,000 students expected
Largest brownfield redevelopment site on the Auckland Isthmus
Enhanced public green spaces, playgrounds, walkways and Māori cultural sites.
The project will feature mixed-use real estate, new educational facilities, student accommodations and high-density housing. The project will set the benchmark for future developments across the city.

Cincinnati OH: Northside

2.154 square miles • 7,628 residents
$35,000 median income
Cincinnati’s largest LGBTQ community
A transportation hub will break ground by the end of 2016.
Neighborhood organizations provide a strong presence in the redevelopment of Northside, forming partnerships with the community council, business association and the community urban redevelopment corporation.

Portland, OR: Broadway Corridor

24 acres
2,400 new households anticipated by 2035
A former post office site in Portland’s Pearl District
Aims to create opportunities for innovation, education and economic growth and create a vibrant community space. District goal is to connect and improve accessibility and strengthen multimodal transportation around Union Station, the Portland Streetcar and MAX Light Rail.

Portland, OR: Lincoln High School

10.96 acres • 1,500 students
70% of students coming from the surrounding neighborhoods
Oldest high school in the PNW
1,047 units of housing will be developed.
The redeveloped campus will be an innovative hub for learning and the center of an active, healthy community. The campus has plans to include commercial space, such as daycare, coffee shop, deli, health clinic, convenience store and restaurants.

Portland, OR: Right 2 Root

30% African Americans in North and Northeast Portland
The Incubator’s only campaign-based project, led by Radix Consulting Group
This campaign is designed to create a people- and place-based community stabilization program for Portland’s African American residents using the EcoDistricts Protocol framework to reduce disparities, increase opportunities and generate prosperity.
Los Angeles, CA: Crenshaw Corridor

2.88 square miles • 32,000 residents
Predominately African American and Latino residents
New rail line to be implemented into the area
Two mixed-use facilities with drought resistant landscaping, water reclamation and solar paneling
The neighborhood hopes to become a model ecodistrict in the Los Angeles region.

Millvale, PA: Millvale Ecodistrict

448 acres • 3,725 residents
Millvale will become a self-reliant urban solar village and a water town, with water integrated into productive and pleasurable landscapes.
The Millvale Community Library is Millvale’s first public library and has 100% solar power operations.
11 formally vacant lots have been turned into the Gardens of Millvale program.

Santa Monica, CA: City Yards

14.7 acres
The site is made up of 11 of Santa Monica’s City Public Works: facilities maintenance, custodial services, a print shop, street maintenance, fleet maintenance, traffic operations, resource recovery, recycling and wastewater operations.
Sustainable, mixed commercial and residential uses are planned.
The City Yards is designated by the City as an “Essential Services Facility” should a major earthquake occur.

Seattle, WA: Chinatown International District

23 acre historic neighborhood
6,000 residents, mostly low income immigrants
45% Asian
34% of residents live at or below the poverty line
425 businesses in the neighborhood
This neighborhood is one of Seattle’s most diverse neighborhoods and serves as the historic hub of culture, services and activities.
Incubator Overview

From April 27-29, 2016, EcoDistricts convened 10 district teams from across the globe for a 3-day, project-based intensive designed to accelerate their district-scale urban regeneration projects. The diverse teams represented cultural districts, community-led initiatives, a public high school, several underserved neighborhoods and city-led redevelopment projects.

Prior to attending the Incubator, each project team was already hard at work promoting healthy, vibrant, sustainable and just neighborhoods in their cities. Each team was matched with an expert facilitator with background in the team’s unique challenges and goals. Throughout the event, each facilitator supported their team’s development of a customized EcoDistricts Roadmap.

Over the three days, master facilitator Adam Beck led teams through sessions on district Formation, Roadmap and Performance, using the EcoDistricts Protocol as a guide. The teams also heard from four keynote speakers. Katie Swenson’s presentation on “Designing for Equity” perfectly summed up the work happening at the Incubator. “Different forms of collaboration can transcend getting the same types of people in the room,” she said. Erin Flynn of Portland State University talked about the history and outcomes of Portland’s original ecodistrict projects and led a provocative discussion about the challenges of gentrification in urban regeneration work. Oakland’s Nwamaka Agbo and Seattle’s Joel Sisolak presented case studies of district-scale initiatives for Oakland, CA and Seattle’s Capitol Hill neighborhood. “The EcoDistricts framework is the perfect roadmap to help cities develop equitable neighborhoods,” said Sisolak.

On day two of the Incubator, a Solutions Café connected participants with industry experts for interactive Q&A sessions on seven diverse topics, including Living Infrastructure, Urban Design and Placemaking, Collaborative Processes and Crowdsourcing, Social Equity, Urban Food Policy and Programs, and Metrics, Data and Measurement.

The teams also toured Portland neighborhoods that are experimenting with some of the nation’s leading best practices in urban regeneration, including the city’s bioswales and storm water management in the Pearl District’s Tanner Springs Park; the innovative Portland Mercado Latino food and community hub, and the adaptive reuse and economic development initiatives of the Central Eastside.

Throughout the event, social networking opportunities helped attendees connect with fellow Incubator participants and faculty to share experiences, build knowledge and create a strong network of urban regeneration peers. By bringing together the best innovators in North America and beyond, the Incubator is creating a network-within-a-network of sustainable district-scale development leaders.
Incubator Faculty

ADAM BECK
Former Director of Innovation
EcoDistricts
Master Facilitator

Eric Corey Freed
Director of Business Development +
Partnerships, EcoDistricts
Facilitator

NWAMAKA AGBO
Next Economy Innovation Fellow
Movement Strategy Center
Keynote Speaker

OZZIE GONZALEZ
Global Sustainability Director
CH2M
Facilitator

JOEL SISOLAK
Sustainability Director
Capitol Hill Housing
Keynote Speaker

EDWARD HILL
Executive Director
Groundwork Portland
Facilitator

Erin Flynn
Associate Vice President
Portland State University
Keynote Speaker

CHARLES KELLEY
Associate Partner
ZGF Architects, LLP
Facilitator

JOE CORTRIGHT
Principal
Impresa Consulting
Keynote Speaker

DAVE RAMSLIE
Principal
Integral Group
Facilitator

ERIN FLYNN
Associate Vice President
Portland State University
Keynote Speaker

ADRIANNE SCHAEPFER-
BORREGO
Program Manager, EcoDistricts
Facilitator

KATIE SWENSON
Vice President, Design Initiatives
Enterprise Community Partners
Keynote Speaker

AARON WELCH
Senior Associate
Raimi + Associates
Facilitator

JC BURTON
Chief Collaboration Officer
EcoDistricts
Facilitator
Incubator Faculty

WALKER WELLS
Vice President
Global Green USA
Facilitator

ELIOT ALLEN
Principal
Criterion Planners
Facilitator

STEVE COHEN
Manager, Food Policy + Programs
Portland BPS
Solutions Café Faculty

CAT GOUGHNOUR
Founder + Lead Equity Consultant
Radix Consulting
Solutions Café Faculty

JIM JACKS
Project Manager, Oregon Solutions +
Oregon Kitchen Table
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NICO LARCO
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LEONARD BARRETT
Project Manager
Beam Development
Tour Faculty

LEW BOWERS
Former Central City Manager
Portland Development Commission
Tour Faculty

SYNDEY DELUNA
Project Manager, Redd Project
Ecotrust
Tour Faculty

GERALDINE MOYLE
Senior Project Manager
Portland Development Commission
Tour Faculty

KELLY RODGERS
Principal
Confluence Planning
Tour Faculty

PETE MUÑOZ
Senior Engineer
Biohabitats
Solutions Café Faculty
The most beneficial part of the Incubator was having a significant amount of time internally as a team. With how busy things are on the ground here, the ‘retreat’ aspect of it was really helpful alongside the expertise within the room to help us along.

“The work sessions on priorities and strategies with the team really helped our team focus on major goals.”

“The Protocol, the facilitator and the wisdom in the room all helped to provide tools, resources and practices that are truly innovating equitable development.”

“The intermingling of teams from other cities gave us a new perspective on our own project.”

“The best part about the Incubator was the dedicated time for team work to really focus on our project and help ramp it up as a potential Ecodistrict. We also had a very helpful facilitator – we really appreciated his guidance and support.”

“I would love EcoDistricts’ input on how to tighten messaging around ecodistrict projects (ex. language to pitch to funders, potential partners, etc.), as well as best practices on how to fund ecodistrict programs.”

“I would love technical assistance and support in growing my grassroots initiative as mine is a unique application of the Protocol and requires much strategic planning, reverse engineering and heavy lifting on less than a shoe-string.”

“We’d welcome help promoting our project, if it becomes an Ecodistrict. And profiling any best practice “Ecodistrict” projects is also helpful.”

“Develop Protocol 2.0 with more guidance, structure and worksheets that speak to one another.”

“Offer short virtual workshops on specific topics.”

Survey Results

95% of attendees were likely or very likely to recommend the Incubator to a friend or colleague.

JOEL SISOLAK, CASE STUDY OF CAPITOL HILL ECODISTRICT, was the highest rated faculty presentation of the event.

Participants also raved about NWAMAKA AGBO’S AND KATIE SWENSON’S presentations.

98% of survey respondents were satisfied or very satisfied with the quality and diversity of the Incubator faculty and presenters.

Respondents suggested less presentation time and MORE TIME TO WORK IN GROUPS, MORE CASE STUDY PRESENTATIONS AND MORE NETWORKING OPPORTUNITIES.

95% of survey respondents were satisfied or very satisfied with the Ecotrust event space.
The NORTHSIDE, CINCINNATI team used the Incubator as a process to confirm priorities. They returned to their district with clarified action items, key messaging and top priority stakeholders to engage. For Northside, the next big challenge will be opening the conversation up to the community.

A primary takeaway for AUCKLAND’S WAIRAKA PRECINCT was the that their core team — all in attendance — was very strong. In the months ahead, they hope to broaden their team to include the two towns surrounding the district, a neighboring gentrified housing area, and a neighborhood of vulnerable residents so that all voices are included in the future development process. The team fully embraced the belief that community-driven change leads to transformative sustainability.

For the SANTA MONICA CITY YARDS team, the best part of the Incubator was convening a group of bureaucrats who don’t often get to be creative together. The group’s main priority was to establish a governance framework, which they saw as both their biggest opportunity and their biggest challenge. With numerous development projects under way in Santa Monica, broader governance will increase community participation in all levels of planning.

Two of Portland’s teams, LINCOLN HIGH SCHOOL and the BROADWAY CORRIDOR, decided to work together to form deeper connections at the Incubator. Among the solutions they discussed were in-depth disaster resilience plan and a concrete governance structure to combat limited resources.

Portland’s unique RIGHT 2 ROOT team made a formal commitment with ZGF after working with their facilitator and ZGF Partner, Charles Kelley. Other next steps for the team include researching innovative community financing options and angel investors to increase capitol, and building relationships with other African American grassroots development leaders outside of Oregon.

The CID team hopes to develop a strong relationship with the City of Seattle moving forward, and will present a governance proposal based off of the Protocol’s Formation phase.

ATLANTA’S AUC VINE CITY team was inspired by Joel Sisolak’s presentation on the Capitol Hill Ecodistrict, so much so that they hope to obtain formal adoption of an Ecodistrict Resolution from Atlanta’s City Council.

The CRENSHAW CORRIDOR TEAM FROM LOS ANGELES was also inspired by their participation in the Incubator. According to team lead Noquomas Wilson, they plan to become a formalized ecodistrict, serving as an example to other communities of what a green LA could look like.

Prior to attending the Incubator, the MILLVALE ECODISTRICT team had already developed a formalized ecodistrict plan. Now, they hope to apply the newly released Protocol to their work, including making a Declaration of Cooperation and improving their community-led governance structure.

Outcomes

After three days, teams wrapped up their Incubator experience and identified key takeaways and achievements. In the months following the event, EcoDistricts will continue to work with teams to help them embrace the Protocol and prepare for EcoDistricts Certification, launching in September 2016.
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