

# TRAINING: EcoDistricts for Practitioners

JUNE 2, 2014 | OAKLAND, CA

MetroCenter Auditorium

8:30am-12:00pm

## READY TO MOVE FROM IDEA TO ACTION?

District-scale sustainability comprises the best thinking on urban regeneration and community building—we'll show you how to put all the pieces together. Participants will learn how the EcoDistricts Framework can guide innovation and deployment of best practices to create the neighborhoods of the future: healthy, vibrant, sustainable, and just.

We've designed the workshop with practitioners in mind. This is an introduction, but it's not an entry-level session. We'll equip public policymakers, urban designers, developers, and representatives from community-based organizations with practical governance, engagement, assessment, and project development insights and approaches.

Participants will get a 360° overview of the EcoDistricts Framework and learn how all of the pieces fit together to accelerate sustainability at the neighborhood scale. Using the Framework as our guide, we'll introduce the four phases of project development and the EcoDistricts Performance Areas. Then we'll explore how they can support district engagement and goal setting.

Of course, real change doesn't happen in a vacuum—each project is uniquely suited to its specific community. We'll provide the practical training you need to start putting the Framework into practice.

### WE PACK A LOT INTO A HALF-DAY TRAINING.

During the first half of the morning, you'll get a guided tour of the EcoDistricts Framework, our research-driven tool for cultivating public-private-civic partnerships and creating innovative district-scale projects. Then you'll try your hand at putting the framework into practice in a project-based mock planning and strategy session.

**OUR ONE-DAY TRAINING, ECODISTRICTS FOR PRACTITIONERS, GETS YOU PREPPED TO START REMAKING CITIES FROM THE NEIGHBORHOOD UP.**



## TOPICS COVERED INCLUDE:

### DISTRICT ORGANIZATION:

District-scale sustainability comes in many shapes and sizes. So, what are a project's boundaries? Who are its stakeholders, and how do they interact with each other? We'll walk you through the critical questions and explore the community engagement each project needs.

### DISTRICT ASSESSMENT:

What project priorities make the most sense for a district? We'll discuss the elements of an intensive neighborhood assessment and show how it can create neighborhood-driven, appropriate change. Learn about the EcoDistricts Performance Areas' distinct set of visions, goals and targets that unites sustainable neighborhoods across diverse communities.

### DISTRICT PROJECTS:

Public-private-civic partnerships are essential. Find out what's behind the alignment and coordination of district stakeholders, private developers, public agencies and utilities to move project feasibility and development to a reality.

### DISTRICT MANAGEMENT:

Find out how the Performance Areas can shape data collection for effective long-term stakeholder-driven management and ongoing improvement.

**FACULTY:**  
Adam Beck

Vice President of Programs

“This workshop exceeded my expectations by elevating the conversation above specific technologies and focusing on the organizational framework elements necessary for successful ecodistricts. This workshop clearly identified governance strategies that can be applied to a variety of jurisdictional situations and initiated from either the public or private sector. I would recommend this workshop to decision makers, including but not limited to, engineers, planners and senior management.”

—KEL COULSON, ENGINEER  
CITY OF BURNABY

## TRAINING AGENDA

- **WHY**  
The business case for EcoDistricts
- **WHAT**  
The 4-step EcoDistricts Framework
- **HOW**  
Framework application and interactive exercise

## TO REGISTER:

Visit: [http://ecodistricts.org/training/course\\_calendar/](http://ecodistricts.org/training/course_calendar/)

Contact: Rina Brulé  
[rina@ecodistricts.org](mailto:rina@ecodistricts.org)

**EARLY BIRD**  
\$145 (ends May 12<sup>th</sup>)

**REGULAR**  
\$170

IN PARTNERSHIP WITH:



\*Continuing Education approved for the following credit hours: 3.5 LEED CE; 3.5 AIA LU.

## What is the EcoDistricts Approach?

The EcoDistricts approach is a public-private-civic partnership that emphasizes innovation and deployment of district-scale best practices to create the neighborhoods we desperately need—healthy, vibrant, sustainable, and just.

Key ingredients include:

- Catalytic district-scale projects that maximize environmental, community, and economic benefits, with an emphasis on integrated infrastructure solutions, next generation green buildings, and civic engagement and entrepreneurship
- Robust neighborhood-scale public-private-civic leadership and governance to guide implementation over time, ensuring that collective objectives are simultaneously addressed and advanced
- Integration of comprehensive sustainability performance metrics and assessment to guide neighborhood development

## About EcoDistricts:

EcoDistricts' vision is to create sustainable cities from the neighborhood up by bringing together builders and entrepreneurs, policymakers and urban innovators to create vibrant neighborhoods, smart cities and a healthy planet.