



A 21st Century Sustainability Framework

# What is the DowntownDC BID?

## BID History

- Established in 1998 as Washington DC came out of federal receivership
- Self-imposed property tax by downtown property owners
- 140 square blocks in the heart of the city
- Perception- dull, dirty, dangerous



Business Improvement District

# What is the DowntownDC BID?

## Partnerships



PATHWAYS TO HOUSING INC.



A PLACE THAT MATTERS

DOWN  
TOWN  
DC



# A PLACE THAT MATTERS... TODAY.

- 2 A Place That Matters...Today
- 4 A Place That Matters...Tomorrow
- 6 Our Story
- 8 Our Role
- 10 Our Look And Voice
- 12 Bringing Our Brand To Life
- 14 Join Us...

Downtown is the cultural and economic heart of DC, the region's premier urban gathering place, and the center of America's capital city.

## Our Values

### AUTHENTICITY

RELEVANT  
HERITAGE  
NATURAL BEAUTY

### ACCESSIBILITY

EASY FOR ALL TO  
NAVIGATE AND ACCESS  
WELCOMING  
INCLUSIVE

### ADVANCEMENT

CIVIC MINDED  
INNOVATIVE  
REWARDING



## ACCESSIBILITY

# A PLACE THAT MATTERS... TOMORROW.

Downtown DC has undergone a dramatic transformation, but we have the opportunity to do something even more extraordinary...

"TWENTY YEARS AGO, DOWNTOWN WAS A DESERT OF DILAPIDATED BUILDINGS AND BAG PEOPLE. TODAY, IT IS BUSTLING WITH LIFE."  
—THE ECONOMIST, OCTOBER, 2007

## ADVANCEMENT

### Our Downtown DC Vision

#### VIBRANT

*DOWNTOWN DC*  
The premiere destination for exploring, creating and sharing ideas and experiences... spirited, beautiful, inspiring.

#### INVITING

*DOWNTOWN DC*  
welcoming in every way... physically appealing, engaging, democratic, inclusive of all people.

#### SMART

*DOWNTOWN DC*  
accessible, convenient, innovative, with environmentally sustainable amenities – a leader in urban ingenuity.

## AUTHENTICITY

**VIBRANT**



**INVITING**



**SMART**



# OUR STORY

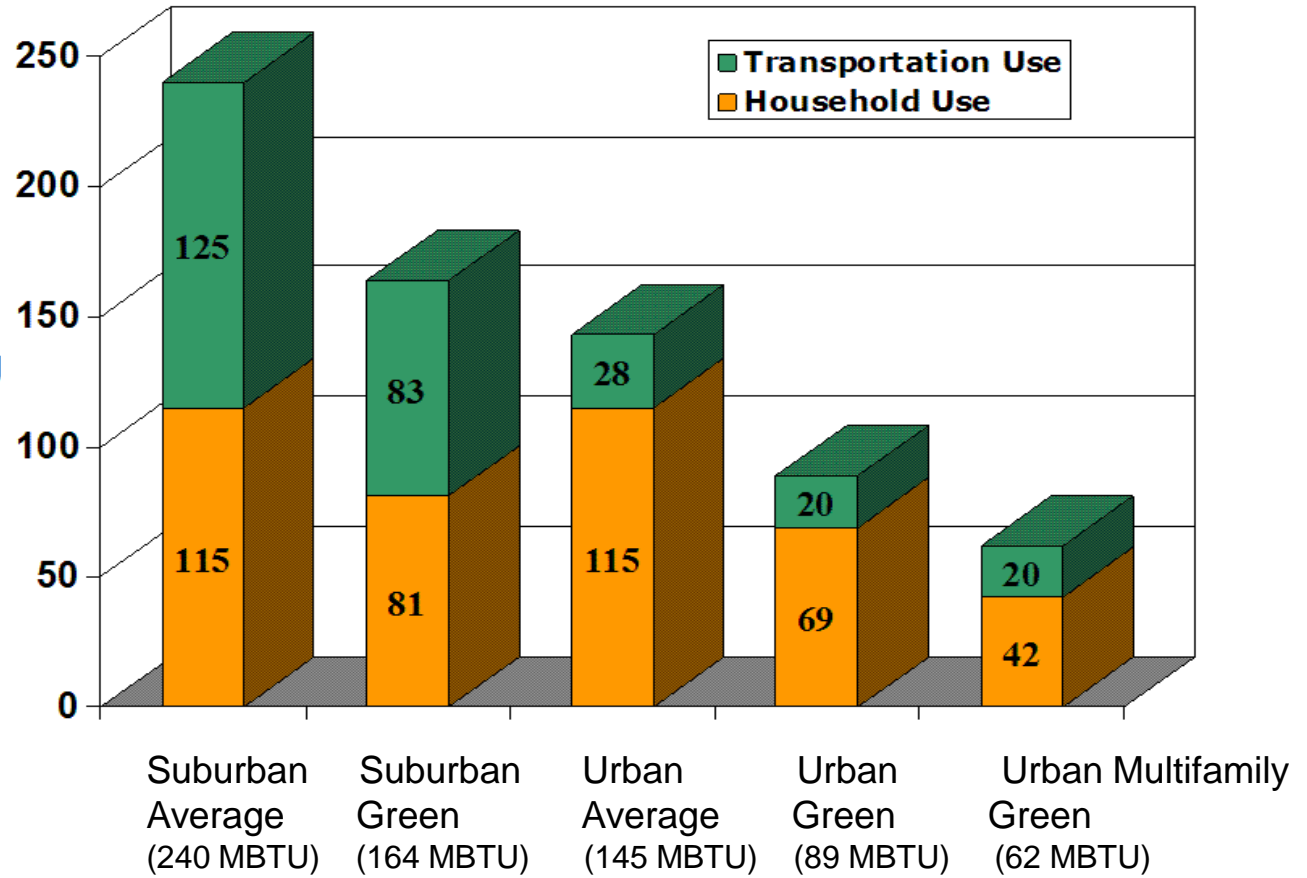
Vibrant, inviting and smart, Downtown DC will be a leader in enabling people from all walks of life to explore, create, and share remarkable urban experiences that inspire and revitalize individuals, organizations and communities.

# Sustainability Foundation

Downtown Living is Sustainable



Million BTU  
per Year



# Sustainability Foundation

## Legislative building blocks



- *The Green Building Act of 2006*

- The act requires all DC public buildings to be built to US Green Building Council LEED standards
- All new private development projects will be required to meet standards by 2012

- *The DC Clean and Affordable Energy Act of 2008*

- Established programs funded by utility assessment:
  - *Sustainable Energy Trust Fund (SETF)*
  - *Energy Assistance Trust Fund (EATF)* - \$7 million annually today, \$25 million annually by 2014
- Authorized a Sustainable Energy Utility (SEU)
- Establishing benchmarking for public and private buildings
- Allowing energy sub metering for commercial tenants



- *The Energy Efficiency Finance Act of 2010*

- Established the financing to retrofit existing buildings through municipally-issued bonds
  - Bonds up to \$250 million to be used for:
    - More energy-efficient air conditioning and heating
    - Meters that automatically shut down lights and equipment





# Sustainability Foundation

## Leading the Nation



We're already on our way:

- The U.S. General Services Administration (GSA):
  - Invested \$398 million on DowntownDC BID energy-efficiency retrofits
  - Mandated green leasing requirements and preferences for leased space in private buildings.
- The US Green Building Council reports that DC now leads the nation:
  - Per capita in LEED certifications and registrations
- The US Environmental Protection Agency (EPA) reports:
  - DC has the highest per capita rate of Energy Star labeled properties in the US. 75 are in the BID.
  - DC is the #1 *Green Power Community* in the United States with more than 8 percent of its energy coming from green power purchases, with the DC Government purchasing roughly one-third of that total.
- DC has nearly 1 million square feet of green roof installations with plenty more in the pipeline
- Thanks to an efficient multi-modal transportation system:
  - DC city has grown by 15,862 residents
  - Motor vehicle registrations went down by 15,000 ( 2005-2009)



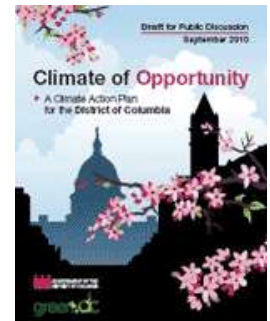
# Greening in the BID

## History



- **2008** – DowntownDC BID launches “Greening DowntownDC Initiative”
  - Develop a comprehensive set of programs and services
  - Serve as facilitator and catalyst
  - Form partnerships to:
    - Undertake research
    - Establish measures
    - Communicate information
    - Convene trainings
  - DowntownDC BID begins to refine its focus toward greening

- **2010** – BID Backs DDOE’s draft DC Climate Action Plan (CAP) commits to:
  - Drastic reduction of greenhouse gas (GHG) emissions and energy consumption
  - Co-hosting a DC EcoDistrict summit
  - Creating a DowntownDC EcoDistrict



# Greening in the BID

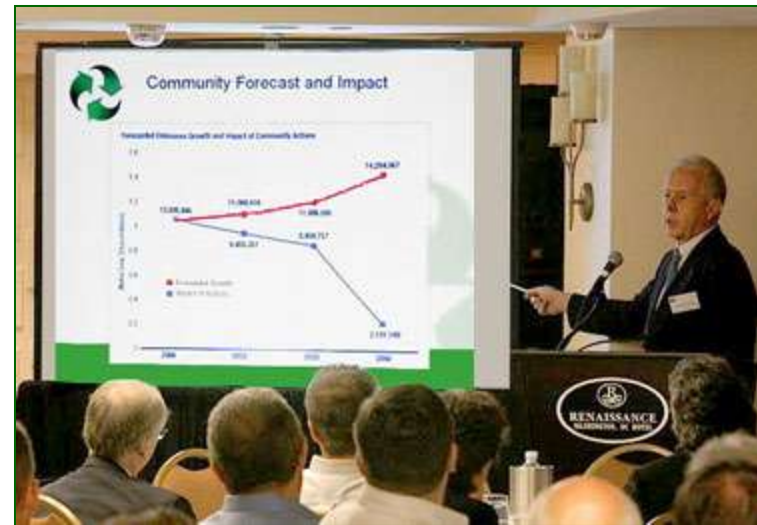
## The DowntownDC EcoDistrict Summit

A 2010 EcoDistrict Summit co-hosted by the DowntownDC BID and the Urban Land Institute was the inspiration for the DowntownDC EcoDistrict.

More than 50 property owners and developers, federal and local officials, financial experts, planners, architects, and lenders came together to initiate ambitious, yet realistic sustainability programs.

What emerged was:

- A vision for a sustainable future fueled by efficiencies brought on by cooperation
- An appreciation of the need for creative financing for the creation of new high-performing buildings and retrofitting existing ones in ways that will allow them to remain competitive.



# What is an ecoDistrict?



## EcoDistrict -

“a neighborhood or district with a broad commitment to accelerate neighborhood-scale sustainability. EcoDistricts commit to achieving ambitious sustainability performance goals, guiding district investments and community action, and tracking the results over time.”

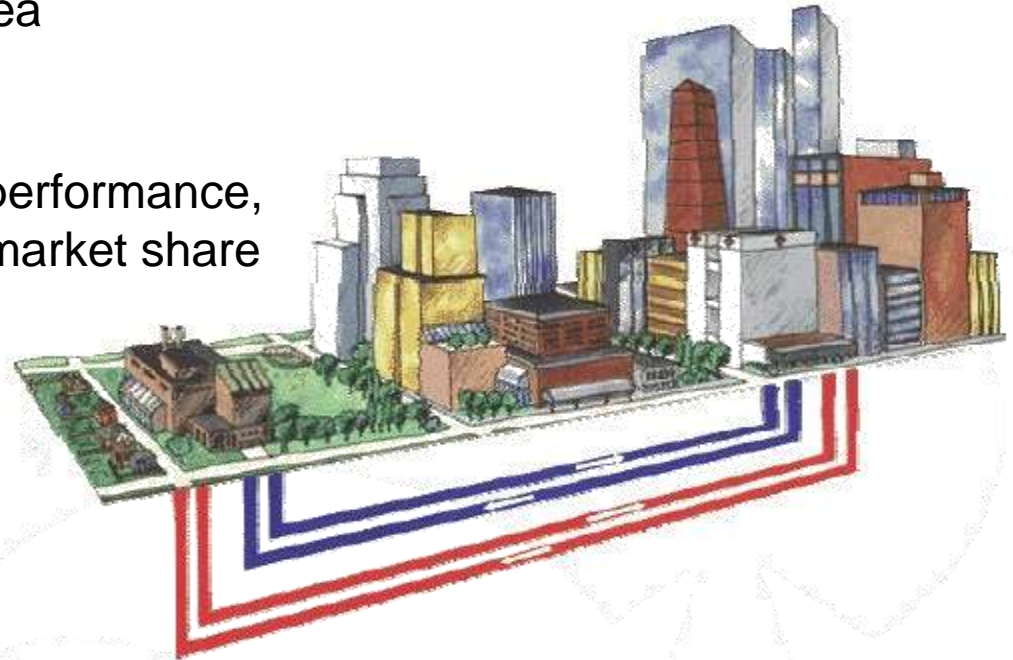


# What is an ecoDistrict?

## ecoDistrict Goals



- Significantly reduce peak and overall energy consumption in the Downtown BID area
- Enhance the economic performance, market positioning and market share of Downtown buildings
- Promote and develop DowntownDC as one of the most sustainable Downtowns in the nation and the world.



# What is an ecoDistrict?

Large footprint of resource usage



- 90 million square feet of built environment
- 68 million square feet of office space
- More than a dozen major civic and cultural institutions
- Federal and Local Government Facilities
- 6,000+ residences
- 100+ restaurants
- 40+ hotels



*In Washington, DC:*

*70% of energy usage and 75% of GHG emissions are from the built environment*



# ecoDistrict Framework

## Committees and Working Groups



### Committees

- Research and Innovation
- Marketing and Communication

### Working Groups

- High Performance “Smart” Buildings
- Energy Efficiency Finance
- Demand Side Management - District Energy
- Green Job and Market Growth
- Transportation and Livable Communities
- Water and Waste Management

QuickTime™ and a  
decompressor  
are needed to see this picture.

# ecoDistrict Framework

## Research and Innovation Committee



Committee analyzes information on sustainability measures including:

- EnergyStar ratings
- LEED certifications
- Green roofs

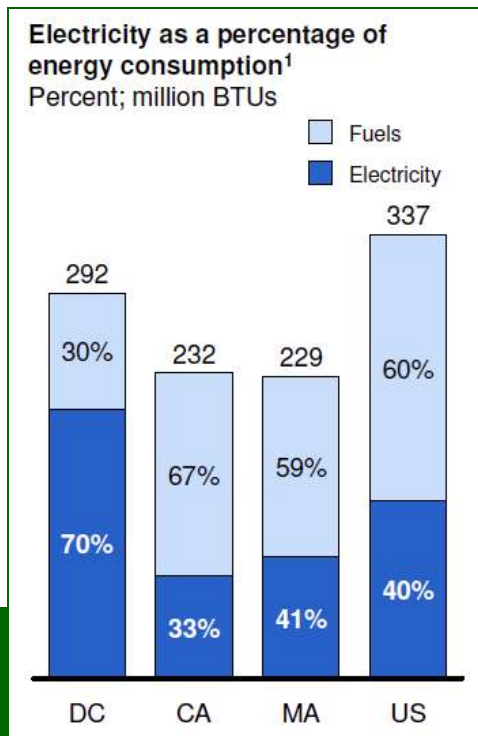


Partners stay abreast of :

- Public - and nonprofit-sector programs
- Private-sector initiatives
- Legislation and regulations promoting sustainability within properties

Committee enables BID to expand its ability to:

- Act as a clearinghouse for information about sustainable policies and practices.
- Track and disseminate sustainability indicators
- Provide performance comparisons to national and international cities





# ecoDistrict Framework

## Research and Innovation Committee-Establish Baselines



- Identify steps to improve sustainability practices:
  - Measure resource use
  - Compare like buildings
  - Benchmark
  - Challenge properties to constantly improve
  
- Leverage the high-level existing work :
  - Advanced measurement methodologies
  - Cutting edge information technologies
  - Detailed energy-use and other data for individual properties
  
- Survey the stakeholders
  - Determine individual methodologies and information technologies of all 50,000+ sf properties
  
- Information sharing
  - Encourage use of nonproprietary technologies
  - Mandatory annual baseline data sharing
  - Aggregate and individual resource usage

# ecoDistrict Framework

## Marketing and Communication Committee



- Create a property manager network
  - Identify owners and managers of all 50,000+ sf BID-area properties
  - Encourage property managers to share best practices and industry information through working groups, social media and regular updates.
  
- Committee Membership
  - Include national industry associations, issue oriented NGO's, government agencies, local media, and other key communicators of sustainability and energy efficiency information
  
- Web content
  - Links to local, regional and federal resources
  - Explanations of the DowntownDC BID EcoDistrict and it's partners.
  
- Social media
  - Follow and redistribute information from sustainability experts
  - Twitter feed @downtowndbid.
  - DowntownDC BID blogs to increase feedback
  
- Logo and branding
  - EcoDistrict logo

# ecoDistrict Framework

## Marketing and Communications Committee-Challenges



Investors in the commercial sector need to navigate their way through a jungle of:

- Legislative mandates
- Green programs
- Competing services
- Technological innovations



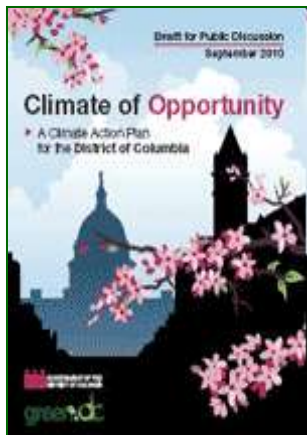
# Market-Based Sustainability

## Challenging Stakeholders to Take Action



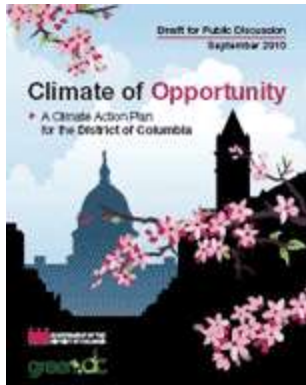
In response, the BID, DDOE, EPA and other organizations have formed partnerships to illuminate pathways towards sustainability that are market-based challenges that will facilitate market growth and investment. They include the:

- DC Climate Action Plan
- Green Building and Business Challenge (GB2)
- Green Power Challenge



# Market-Based Sustainability

## DC Climate Action Plan (CAP)



- CAP provides guidelines for collective actions to reduce emissions and avoid costs.



- DDOE challenges the private sector to GHG emissions from commercial buildings by 50%.



# Market-Based Sustainability

## Green Building and Business Challenge (GB2)



- Piloted in the DowntownDC BID area in partnership with DDOE
- Will benchmark the current sustainability status of individual buildings and businesses in order to identify:
  - Specific needs and opportunities
  - Market gaps



# Market-Based Sustainability

## Green Power Challenge - DC is #1



- Initiative from Mayor Gray's office encouraging commercial property owners to commit to purchasing green power.
  - 71 EPA Green Power Partner organizations have committed
- 
- DowntownDC BID accepted challenge on March 17, 2011 by:
    - Purchasing green power the Downtown SAM team headquarters
    - Generating interest in green power among Downtown businesses and building owners



# BID Programs in the ecoDistrict

## Working Groups - Energy



The three energy working groups will collectively package and energize the activity of several of the ecoDistrict economic drivers. These working groups are:

- High Performance “Smart” Buildings
- Energy Efficiency Finance
- Demand Side Management - District Energy

The unique array of public resources, market opportunities, legislative mandates, and economic drivers in Washington DC have positioned our buildings to accept and exceed the goals of the Climate Action Plan. Participation in the challenge will help identify:

- Market sectors that represent economic growth and job opportunities
- Resources and partners that can assist in developing these potentials



# BID Programs in the ecoDistrict

## Working Groups - Integrating Existing Programs



- Waste Management
- Public Space
- Transportation
- Green jobs



# BID Programs in the ecoDistrict

## Waste Management - Public Recycling



### Project Summary

- Piloted in 2008 with Department of Public Works - 25 bins
- Expanded in 2010 with ARRA funding for streetscape - 37 bins
- Full launch with PepsiCo in 2011 to encompass entire BID
- Program Details
  - PepsiCo procured 300 bins. (approx \$270k)
  - Department of Public Works installed bins
  - DowntownDC BID services bins
- To date has diverted -38 tons of materials since April 2011



 VICTOR STANLEY, INC.  
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© 2011 Victor Stanley, Inc. All rights reserved. This recycling bin is not a part of a larger or smaller bin collection. It is a bin in itself for a better world.  
www.victorstanley.com

# BID Programs in the ecoDistrict

## Public Spaces



Programs to promote an environmentally sustainable public realm:



- Annual inventories of trees and parks helps identify needs and assure care.
- Improvements to Chinatown Park and New York Avenue medians incorporate low impact development approaches.



# BID Programs in the ecoDistrict

## Transportation



Encourage use of Downtown's multi-modal transportation system for work, shopping and entertainment trips.

Two year goals:

- Reduce travel times through congestion management that integrates DDOT and private-sector businesses.
- Create fleets of electric vehicles (EVs) and add EV support facilities to buildings and the public realm.
- Increase Downtown bicycle use by 100% by provide facilities and helping businesses with bicycle marketing .
- Use improved technology and management strategies to assure the availability of metered parking in the core of the BID

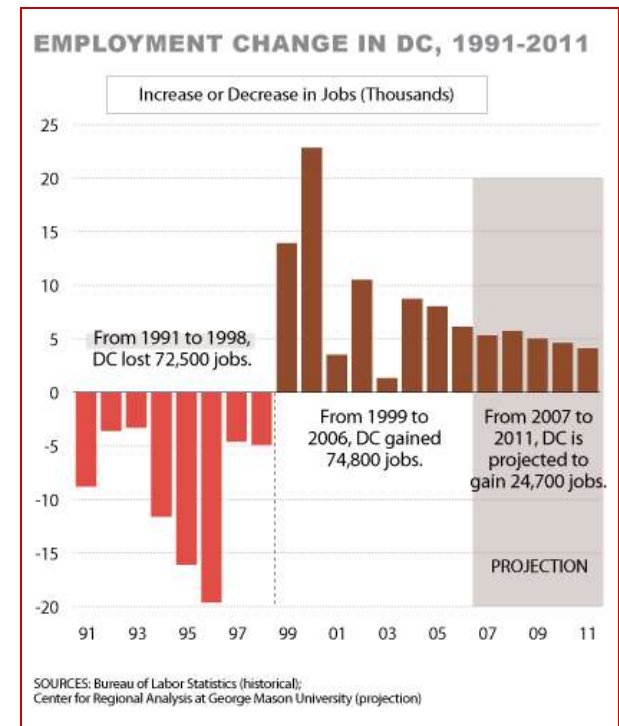
# BID Programs in the ecoDistrict

## Green Jobs and Market Growth



The GB2 will help identify:

- market sectors that represent economic growth and job opportunities
- resources and partners that can assist in developing these potentials



Frame



This DowntownDC BID led structure for coordination and cooperation for sustainability is:

- Helping to accelerate achieving city and national goals.
- Making Washington a more sustainable city
- Will make it a model for other metropolitan hubs

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Business Improvement District