



Crafting new web resources and branding for the 2030 Districts network

THE NEED

The 2030 Districts is a national public-private partnership composed of leading U.S. cities seeking to reduce the environmental impacts of the built environment. With a rapidly expanding, diverse roster of partners and collaborators, they wanted to undertake a comprehensive redesign of their vast online resources to ensure available tools were inclusive, professional and consistent. The 2030 Districts network needed a fresh design that would accommodate new resources and partnerships, organize the information in a user-friendly format and establish an engaging, aligned brand.

OUR APPROACH

Milepost conducted a comprehensive review of the available resources and performed a gap analysis to guide development of additional tools. We worked with staff and stakeholders to refine and implement a branding strategy among web resources and leveraged existing materials and partnerships to build a comprehensive set of 2030 Districts Toolkits. The Toolkits included district formation, technical assistance, metric development and tracking, and branding – everything needed to launch new districts and support existing districts to improve. Milepost created original graphic components for Toolkits and guided the web developer through site design.

THE RESULTS

The 2030 Districts network debuted a beautiful, easy-to-use website that serves the diverse needs of current participants as well as cities starting their own districts. The enhanced 2030 Districts Toolkits offer thorough, yet simplified information and tools that help the districts brand and market their efforts, build membership and advance sustainability goals.



QUESTIONS

Ask Star Jacobs
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