CHARLOTTE

Charlotte City Council

Environment Committee

Meeting Summary for April 16, 2012

COMMITTEE AGENDA TOPICS

I. **Subject:** **Development of a City Operations Sustainability Plan**
Action: None

II. **Subject:** **Reschedule May 21 Meeting**
Action: Rescheduled to Tuesday, May 29 at 2:30 p.m. in Room 280

COMMITTEE INFORMATION

Present: John Autry, Andy Dulin, Clarie Fallon and Beth Pickering
Time: 3:05 p.m. to 4:15 p.m.

ATTACHMENTS

1. Agenda Package
2. Handout: Sustainability Planning: Best Practices
3. Handout: Framing the Rationale, Form, and Execution of Sustainability Plans

DISCUSSION HIGHLIGHTS

Committee Discussion:

Committee Chair John Autry welcomed everyone and asked them to introduce themselves.

I. Development of a City Operations Sustainability Plan

Chairman Autry said there was a referral from Council for the Environment Committee to look into a sustainability plan for the City. The scope of that plan should be determined by the Committee over the next couple of meetings. Today, we are kind of in a discovery mode, just to understand what the lay of the land is, what the sustainability plan means and look at how the City might approach such a plan. I have asked Dr. Helene Hilger from the Civil and Environmental Engineering UNCC IDEAS Center to join us today and start the kick-off process of this discovery phase and then we will be joined later by Shannon Binns, Executive Director for Sustain Charlotte. (Council member Autry read Dr. Hilger's bio)

Dr. Helene Hilger said that she is pleased to have this invitation and so happy to recognize so many of you and so happy to meet those of you who I haven't met yet.

Dr. Hilger then reviewed and discussed the "Framing the Rationale, Form, and Execution of Sustainability Plans" presentation (copy attached).

Dulin: You mentioned a study saying we would run out of water in 2038. That is a number I've never heard and we do a lot of work on water supply around here, inter-local agreements with Cabarrus and we've been sued for the last five years by South Carolina. The 2038 to me is a very pessimistic number and one that I have trouble relying on. I quite frankly don't trust that number.

Hilger: This was a study done for the Water Environment Federation and was done with the Interbasin Council I think. They were looking at an alternative of how they could move that number out.

Dulin: We just passed something last year that says we are going to work to increase our tree canopy to 50% by 2050. If we are going to run out of water in 2038, why are we going to bother with that?

Hilger: Well, you are not going to run out. That is the target at which you have to make changes so you don't run out. If we don't do anything we are going to run out so this plan was, here is what will happen if we don't do anything, here are our options and we have alternatives of A, B, C, D and E and we are going to implement them.

Burch: Barry Gullett, head of our Utilities Department, is involved in a region wide group and actually has a leadership role in that related to the future of water supply so we can certainly provide the Council with more information about the status of studies.

Chairman Autry thanked Dr. Hilger for presentation and information she provided. He then introduced Shannon Binns, Founder and Executive Director of Sustain Charlotte. (Chairman Autry read Mr. Binns' bio)

Shannon Binns thanked the Committee for allowing him to be there and praised Dr. Hilger for her work. He then reviewed and read through his "Sustainability Planning: Best Practices" presentation (copy attached).

Chairman Autry asked Assistant City Manager Julie Burch what the next steps are. Ms. Burch requested the Committee to tell staff where they want to go with this.

Autry: I think at our next meeting we should discuss the next steps at this point and have a discussion between Committee members and staff around what the scope of the sustainability plan for the City would be and take that information and depending on what comes out of that, understanding what the next steps should be.

Burch: It might be helpful if we had some sort of inventory of our initiatives that are already going on in the community to help inform us on a potential scope.

Fallon: And the attendant cost?

Burch: We may not be able to put a cost on that just yet because clearly the scope is key here, particularly to the extent to which what level of citizen engagement you want around this. The energy strategy that was prepared was an extensive process that many of you will remember involved at least two pretty big public meetings as well as internet access. The level of citizen engagement in this will in part help dictate how much the cost or what level of staff resource might be necessary.

Autry: So, determining the scope is going to be key to that.

Burch: My point is we may not be able to come back with estimated costs just yet.

Fallon: Without the public input at this point we need the first beginning steps, public input we can do after we see what our steps to be. Talking about public meetings, and forming Committees, just give us the beginning steps of how we go about doing that.

Burch: I think one piece I want to visit with the scope is whether it is the Committee's desire to pursue a City internal operations sustainability plan or if you want a broader, much more intensive, both in depth and breadth, community sustainability plan, which is really what has been addressed here in the presentations today.

Dulin: I've been around long enough to know that we are doing most of everything

we've heard today already in some fashion - water quality, tree canopy, walkability, water filtration, recycling, etc. Recycling is up 37% and headed north. I'm not sure if we already have a sustainability project or program; it is just in a different binding. We might have to pull all that together. When you mentioned next steps that sounded like you are ready to push on forward and I think one of the next steps is we ought to have a discussion on whether we are not doing this stuff already.

Autry: I think that is where the inventory of what is already enabled and implemented at this time is going to be key to help determine that.

Dulin: We've got as good a staff member on it as anywhere in the nation with Rob Phocas. I don't want us to get so excited and hopped about sustainability if we've already done the work. The staff has been on this for a decade and certainly the six years that I've been sitting here. It might be good if we go through the book of what we've been doing already.

Pickering: We are just trying to get our arms around everything that we have been doing and everything that we want to do and get it in one place. I'm wondering if staff could help us with some of those categories that different cities were working on because some call it different things. Then we can plug in the things that we are doing into those categories. Just help me to see those again. We know them off the top of our heads, but I think it would help to see those later.

Fallon: I think basically what we want is it written down in some form that you can go to without having to go to different places for things; water and recycling in one inclusive document. It probably would be a lot less work, Julie, because you are doing so much of it and have been, so let's just get it into one document that we can add to if we need to, but it is there so that people see that we have a definite program.

Dulin: Debra has left, but with Debra here and Jeb here and Julie, Tom and Rob, there is some big fire power in the room. These folks – this is what they do and it is what they've been doing. There is no reason that we need to go out and start these studies because that is what they do. The work is done and it is continually moving forward. It is a nice presentation, but I think we have a sustainability program already.

Autry: Nobody is pushing on at this point, but we need a comprehensive inventory of all the things that we are doing that will identify some gaps and then we might have some discussions on how we might go forward.

Dulin: We can line the list up, connect the dots.

Burch: We won't have that by the next meeting. It is simply in terms of forming the conversation for a possible scope, it would be in my mind, just a thoroughly simple and straight forward list of what we know about, things like Envision Charlotte and the work that Mecklenburg County is doing and our own internal policies, etc. It will be a simple list to form the conversation for the next steps and just to tag on to that in terms of where

this might be going, in your recommendation of this Committee. We are very much in the infancy stages here of having this conversation.

II. Rescheduling May 21 meeting

Burch: We have to reschedule the May 21 meeting due to a conflict with the calendar with the Chamber's Inter City visit. We would need to look at another time in May if you wish to do so.

After some discussion it was decided that the next meeting would be Tuesday, May 29 at 2:30 p.m.

Meeting Adjourned at 4:15 p.m.

Environment Committee

Monday, April 16, 2012 at 3:00 p.m.
Charlotte-Mecklenburg Government Center
Room 280

Committee Members:	John Autry, Chair Claire Fallon, Vice Chair Beth Pickering Andy Dulin David Howard
Staff Resources:	Julie Burch

AGENDA

I. <u>Development of a City Operations Sustainability Plan</u>

Staff Resource: Julie Burch and Rob Phocas

At the March 26 meeting, Council referred the development of an approach to a City operations sustainability plan to the Committee. To kick-off discussion of this topic, Chair Autry has invited two presenters: Dr. Helene Hilger, UNCC, to share her expertise and ideas for consideration in developing a sustainability plan and Shannon Binns, Executive Director, Sustain Charlotte, to present best practices from other cities.

II. <u>Reschedule May 21 Meeting</u>

This meeting needs to be changed due to a conflict with the Chamber's Inter City Visit.

<u>Attachment:</u> Storm Water Advisory Committee Annual Report – for information only

Distribution:	Mayor/City Council	Curt Walton, City Manager	Leadership Team
	Bob Hagemann	Stephanie Kelly	Environmental Cabinet
	Dr. Helene Hilger	Shannon Binns	

CHARLOTTE.

M E M O R A N D U M
FROM THE
OFFICE OF THE CITY CLERK

DATE: March 19, 2012
TO: Environment Council Committee Members
FROM: Stephanie C. Kelly, CMC, City Clerk
SUBJECT: **Attached Annual Report: Storm Water Advisory Committee**

The attached report of the Storm Water Advisory Committee is being sent to you pursuant to the Resolution related to Boards and Commissions adopted by City Council at the November 23, 2009 meeting. This resolution requires annual reports from City Council Boards and Commissions to be distributed by the City Clerk to both City Council and to the appropriate Committee for review.

If you have questions or comments for the board, please convey those to staff support for a response and/or follow-up.

Section 6. **REPORTS OF BOARDS, COMMITTEES, AND COMMISSIONS**

The City Council finds it appropriate to periodically review each standing board, committee, and commission to which they make appointments for the purpose of assessing whether said board, committee, or commission should be renewed, dismantled, expanded or its charge redefined. To this end, each board, committee, and commission that is part of the City, or that was established by the City Council, whether acting alone or in conjunction with one or more other local governments, is required to submit annual written reports that must contain in depth reviews of the body's activities, including goals, objectives, successes, problems, and/or the need for City Council assistance. These reports shall be submitted to the City Clerk and will be staggered through the year according to a schedule established by the City Clerk. The City Clerk shall then provide the Mayor and City Council with copies of the reports and refer the reports to the appropriate Council Committee for the Committee's information.

Boards, committees, and commissions that are not part of the City shall submit reports in accordance with the reporting requirements set forth in their contract, if any, with the City.

In addition to required written reports, the City Council may request on a case-by-case basis that an oral report be made to the Council.

Charlotte-Mecklenburg STORM WATER Services

700 North Tryon Street
Charlotte, NC 28202
Fax: 704-336-4391

MEMORANDUM

OFFICE OF THE CITY CLERK

DATE: March 15, 2012

TO: Charlotte City Mayor and City Council Members

FROM: R. Daniel "Dan" Latta, PLS, PE, Chairman
Charlotte-Mecklenburg Storm Water Advisory Committee

SUBJECT: 2011 Annual Report

In accordance with the November 23, 2009 City Council Resolution, the following annual written report is required by "...each standing board, committee, and commission to which they make appointments for the purpose of assessing whether said board, committee, or commission should be renewed, dismantled, expanded or its charge redefined..."

The Charlotte-Mecklenburg Storm Water Advisory Committee (SWAC) membership is by nomination and subsequent appointment by the Charlotte City Council, Charlotte City Mayor, Mecklenburg County Board of County Commissioners, the six surrounding Towns' Boards, and by the SWAC members themselves.

The SWAC was established by Interlocal Agreements with the authority delegated by the appointing governing bodies to:

- Review policies;
- Hear appeals, requests for variances, and decide on violations, fee credits, service charges and adjustments;
- Evaluate capital and operational programs and budgets;
- Make recommendations or comments to elected officials regarding the Storm Water Services Programs of the City of Charlotte and Mecklenburg County; and
- Present the City Council and Board of County Commissioners with an annual report of key actions and issues.

The SWAC members represent the following seven categories with one appointee each, except for Residential Neighborhoods: Institutions (schools, colleges, hospitals, churches); Industry (manufacturing or commercial); Environmental Organizations; Financial, Accounting or Legal Professional; Developer or Land Development Design Professional; General Contractor; and Residential Neighborhoods (3 appointees).

There are nine (9) SWAC members, including two officers:

1. R. Daniel "Dan" Latta, PLS, PE, Chair
2. Amy Ringwood, Ph.D., Vice Chair
3. James R. "Jamey" Baysinger II, PE, Member
4. Attorney John R. Buric, Member
5. Paula G. Martin, Ph.D., Member
6. Janet S. Mills, Member
7. James "Jim" Patterson, Retired, Member
8. Eaton "Gravely" Reid, Retired, Member
9. Matthew Roper, PE, Member

The SWAC members serve without compensation and for up to 2 consecutive 3-year terms, for a total of 6 years. The SWAC members are provided with copies of the Attendance Policy for the Charlotte City Council, City Mayor's Office and Mecklenburg County Board of County Commissioners. The SWAC members have met attendance requirements. Any absences by the members either were due to work, illness, or unforeseen emergencies.

Regularly scheduled meetings (January to December) beginning at 4:30 PM, every third Thursday, are held in Auditoriums 1 & 2 at the Hal Marshall Services Center, 700 North Tryon ST, Charlotte, NC 28202. The SWAC members receive agenda packages at least one week prior to each monthly meeting in the U.S. Mail. Additionally, the SWAC members receive email messages and phone calls from staff as needed— to keep abreast of Charlotte-Mecklenburg Storm Water Services current events, updates and other important communications—to help prepare for each scheduled meeting.

During the calendar year 2011, the SWAC members met 11 out of the 12 regularly scheduled meetings, and addressed agenda items including, but not limited to, the following:

- Mecklenburg County Storm Water Services Water Quality Program Soil Erosion and Sedimentation Control Ordinance Appeal Hearing;
- Charlotte City Storm Water Services Water Quality Program Post Construction Control Ordinance Request for Variance Hearings (4 hearings);
- Mecklenburg County Storm Water Services Water Quality Program National Pollution Discharge & Elimination Systems (NPDES) Phase II Permit Update;
- Charlotte City Storm Water Services Engineering Program Overview;

- City and County Storm Water Services FY12 Presentation & Recommend FY12 Budgets (3 meetings);
- Mecklenburg County Storm Water Services Flood Mitigation Program Updates, Quick Buy 2011, Flood Risk Assessment & Risk Reduction Plan and CIP (6 meetings);
- Mecklenburg County Storm Water Fee Rate/Credit Appeal Hearing; Public Appearance to address the SWAC on various Storm Water Services agenda items and/or to receive general public comment;
- Charlotte City Post Construction Controls Ordinance Proposed Revisions (5 meetings);
- Nomination and election of new SWAC Officers;
- Charlotte City Storm Water Services Soil Erosion & Sedimentation Control Ordinance Policy & Procedure Revision;
- Charlotte-Mecklenburg Storm Water Services Annual Communications FY11 Update & FY12 Plans;
- Charlotte City Storm Water Services NPDES Storm Water Permit Renewal Application/Presentation and Receive Public Comment; and
- Approval of the monthly meeting minutes.

It is noteworthy, in our opinion, to mention that the newest SWAC Member, Janet S. Mills, served with Mecklenburg County Storm Water Services staff as the SWAC Liaison on the Mecklenburg County Board of County Commissioners Natural Resources Committee related to the re-tooling the Mecklenburg County Flood Mitigation Program Risk Assessment & Risk Reduction Plan and Capital Program.

On behalf of the SWAC, I would like to thank you, again, for the opportunity to serve and provide guidance on Storm Water Services matters in the City of Charlotte and Mecklenburg County.

Respectfully submitted.

c: Charlotte-Mecklenburg Storm Water Advisory Committee Members
Jennifer G. Smith, Manager, Charlotte City Storm Water Services Program
W. Dave Canaan, Director, Mecklenburg County Water & Land Resources Division
Tonette Spears, Deputy Clerk, Mecklenburg County Board of County Commissioners
Tracy Edwards, Administrative Support, Mecklenburg County Manager's Office

Framing the Rationale, Form, and Execution of Sustainability Plans

A Presentation to the Charlotte City Council Environmental Committee

Helene Hilger
Civil and Environmental Engineering
UNC Charlotte IDEAS Center
April 16, 2012

UNC Charlotte IDEAS Center INFRASTRUCTURE DESIGN ENVIRONMENT & SUSTAINABILITY

Rationale

When we talk about trying to achieve sustainability, what are we trying to sustain?

- Livability?
- Standards of living?
- Quality of life?
- Intergenerational Equity?

UNC Charlotte IDEAS Center INFRASTRUCTURE DESIGN ENVIRONMENT & SUSTAINABILITY

The answer is actually all of these, but only indirectly….

UNC Charlotte IDEAS Center INFRASTRUCTURE DESIGN ENVIRONMENT & SUSTAINABILITY

Climate Control Erosion Prevention Soil Fertility Water Filtration

Pest Control Surface and Groundwater Levels Waste Absorption

http://www.epa.gov/ncer/rfa/2009/2009_star_ecosystem_services.html

UNC Charlotte IDEAS Center INFRASTRUCTURE DESIGN ENVIRONMENT & SUSTAINABILITY

UNC Charlotte IDEAS Center INFRASTRUCTURE DESIGN ENVIRONMENT & SUSTAINABILITY

Together, these systems:

make up the three pillars of

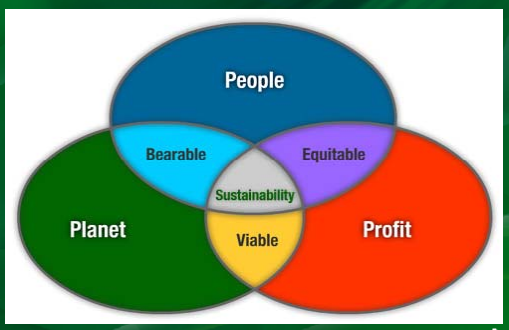
S U S T A I N A B I L I T Y

Economic, Natural and Social Capital

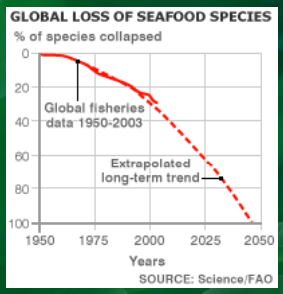
People, Prosperity, Planet

The Triple Bottom Line

TRIPLE BOTTOM LINE



http://blog.gohuman.com/index.php/vision/triple-bottom-line-for-small-local-businesses-you-can-make-it-work



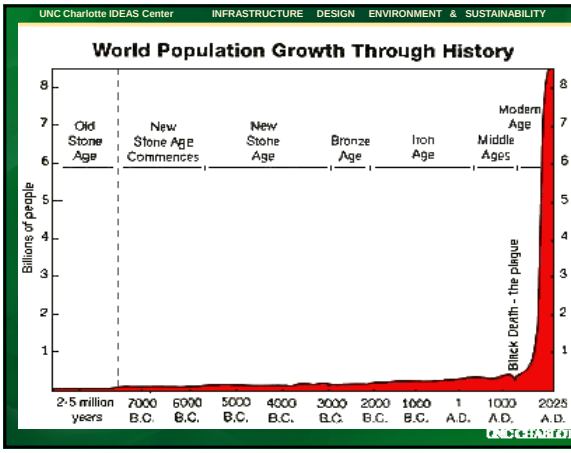
The way we use the oceans is that we hope and assume there will always be another species to exploit after we've completely gone through the last one

Boris Worm, Dalhousie Univ.

Unless we fundamentally change the way we manage all the ocean species together, as working ecosystems, then this century is the last century of wild seafood

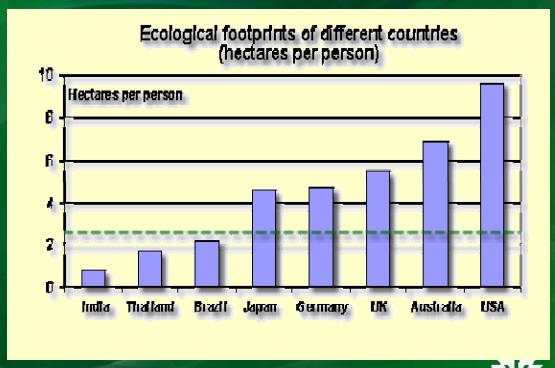
Steve Palumbi, Stanford Univ

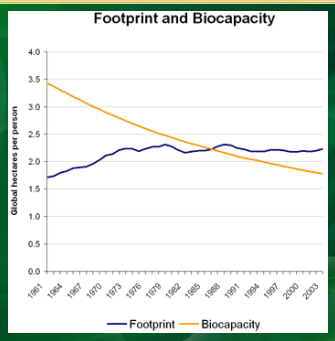
http://news.bbc.co.uk/2/hi/6108414.stm



ECOLOGICAL FOOTPRINT

The area of land and water required to support a defined economy or human population at a specified standard of living indefinitely, using prevailing technology.





Ecological Footprint: A measure of how much biologically productive land and water an individual, population or activity requires to produce all the resources it consumes and to absorb the waste it generates using prevailing technology and resource management practices.

Overshoot : When the rate of humanity's demand on natural capital exceeds the biosphere's rate of replenishment or regenerative capacity. There is no net-import of resources to the planet.

Countries, States, Cities, and Businesses are recognizing that it's time to plan for

- Livability
- Quality of Life
- Standard of Living
- Sustainability
- Future Generations

Just as we can't assume there will always be enough land to build anything anywhere, we now realize we have to plan other resource use carefully –

You can see from the science and the interrelationships that addressing sustainability is not about appeasing the environmentalists, its about being STRATEGIC, about STAYING AHEAD OF THE CURVE in making a city a magnet for businesses that want a healthy, vibrant, and forward-looking community.

Form

Sustainability Plans tend to follow **triple bottom line categories** BUT, you will see attempts to inter-relate the categories, because in real life we now recognize they are not at odds with each other but interdependent.

Here's an example from Hawaii's state plan:

They set Triple Bottom Line Goals, with an Economic Goal that stated:

Our diversified and globally competitive economy enables us to meaningfully live, work and play in Hawai'i

The Strategic Actions needed to accomplish this goal were:

- **Economic diversification.**
- **A well-trained workforce.**
- **Functioning infrastructure, which is critical to economic health.**

Finally, they developed a set of indicators that let them benchmark their current status and track progress on their action toward their goals.

Indicator	Why It Matters
Percentage of local economy by industries and sectors	We need to understand whether technology, agriculture, and health care are really making progress relative to the size of the state economy
Percentage of science- and technology-based workers	The number of science- and technology-based workers tells us whether we are diversifying our economy
Number of post-secondary science and engineering students	This is a measure of having a high-tech workforce; without high-tech workers, there's no high-tech industry
Gross licensing revenue from commercialized university research	Commercializing ideas developed at universities is an important component of a diversified economy
The level of university, government and private sector research and development	Research and development activities reflect our ability to provide high-wage, technical jobs

Indicator Example from Baltimore's Sustainability Plan

Goal 2: Improve Baltimore's air quality and eliminate Code Red days

Because of its direct impact on public health, air quality is regulated by the federal government. This goal seeks to eliminate Code Red days, minimize Code Orange days, and keep Baltimore in compliance with air quality standards.

Clearly plans can be constructed at many levels – businesses call them Corporate Social Responsibility Plans (CSRs)….

Duke Energy Sustainability Plan and Progress at a Glance

NUCOR 09 SUSTAINABILITY REPORT

Massive financial services company Bank of America is publishing its latest corporate social responsibility report this week, providing insight both on progress toward its own sustainability goals and on its aspiration to become a major financing mechanism for landmark environmental sustainability projects.

Municipal governments – counties and many, many cities -- have them now. They see them as a way of staying competitive in recruiting businesses, as business are coming to expect them.

Execution

Scope and Tasks

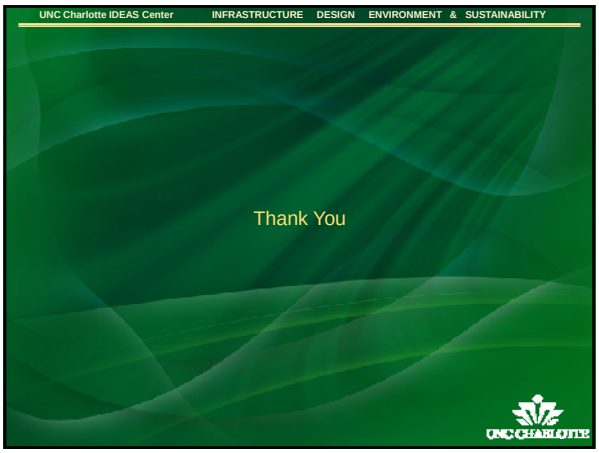
Plans can address businesses, cities, states, and countries. As they've evolved, the best ones include the elements shown here:

Goals, Action Items, & Indicators to benchmark and track progress.

Here are some tips pertinent to Charlotte:

- **Assemble an Advisory Coalition**
  - members from multiple universities (and university centers); multiple non-profits; many diverse stakeholders
  - City and county personnel with strong expertise in water, energy, air and waste arenas
  - There will be long term benefits from assembling this team
- **Enjoy a Review of Existing Resources & Assemble Precedent Studies**
  - e.g. State of the Environment Report, Envision Charlotte work, Center City Praters master planning prep, Quality of Life Study, Sustain Charlotte 2030 Vision; and COG-led Sustainable Communities initiative; there are sets of goals and indicators that can be drawn from
  - Several groups have assembled precedent studies
  - Use phone interviews and reports from site visits

- **Make sure the plan is authentic**
  - Don't create it alone; public engagement is critical
  - Get businesses, citizens and people with expertise talking to one another – again, long term benefits
  - Leverage multiple resources for citizen Sustainability Education: the City's initiatives on renewable energy/energy conservation education; the county's State of the Environment Report; Sustain Charlotte's work with neighborhood sustainability plans; Envision Charlotte's goals for sustainability education; UNC Charlotte's many resources; and Discovery Place's work to provide STEM educational opportunities
    - Use existing projects as strategic actions to create visible success stories to tell SOON.


UNC Charlotte IDEAS Center
INFRASTRUCTURE DESIGN ENVIRONMENT & SUSTAINABILITY
Thank You
UNC CHARLOTTE

Sustainability Planning: Best Practices

SHANNON BINNS
EXECUTIVE DIRECTOR
SUSTAIN CHARLOTTE

SUSTAIN CHARLOTTE

City of Charlotte Environment Committee April 16, 2012

Agenda

- Why a sustainability plan for Charlotte? (5 mins)
- How are other cities in our region planning for sustainability? (14 mins)
- Where do we go from here? (1 mins)

SUSTAIN CHARLOTTE

Why a sustainability plan for Charlotte?

Charlotte's **SustainLane** Ranking

- In 2008 the nonprofit SustainLane issued a report card on the sustainability of the nation's 50 most-populous cities.
- They say the rankings explain "how people's quality of life and city economic and management preparedness are likely to fare in the face of an uncertain future".
- The study assessed and compared each city's performance using 16 sustainability indicators, or measures.

SUSTAIN CHARLOTTE

How did Charlotte rank?*

35/50

**According to 2008 SustainLane study.*

SUSTAIN CHARLOTTE

How did Charlotte rank?

Air Quality (36th)
Knowledge & Communications (35th)
Metro Transit Ridership (35th)
Green Economy (34th)
City Commuting (34th)
Energy & Climate Change (33rd)
Natural Disaster Risk (29th)
Tap Water Quality (29th)
Metro Street Congestion (28th)
Waste Management (25th)
Water Supply (25th)
City Innovation (22nd)
Local Food & Agriculture (21st)
Housing Affordability (19th)
Planning & Land Use (16th)
Green Building (14th)

Red = Sustainability Challenged

Orange = Mixed Results

Light Green = Sustainability Advances

Dark Green = Sustainability Leader

Knowledge + Communications

- As part of this category, they analyzed four areas.
- They looked at whether the city:
  - Has an overall plan for sustainability.
  - Has a sustainability or environmental department that manages and tracks sustainability efforts across the city.
  - Is working in collaboration with a major federal research laboratory or research university.
  - Is working with a non-governmental organization across the city, rather than in only a single neighborhood.
    - Not in 2008, but City of Charlotte (Neighborhood + Business Services) and Sustain Charlotte now working in 10 neighborhoods together.

SUSTAIN CHARLOTTE

Charlotte's **Green Cities** Ranking

- In 2011 the Siemens corporation issued an environmental report card on the the 27 most-populous cities in the US and Canada.
- The study assessed and compared each city's performance using 9 categories using 31 indicators/measures.

SUSTAIN CHARLOTTE

How did Charlotte rank?*

20/27

**According to 2011 Siemens study.*

SUSTAIN CHARLOTTE

How did Charlotte rank?

Transportation (25th)
Buildings (25th)
Energy (21st)
Waste (20th)
Carbon Emissions (18th)
Air (16th)
Environmental governance (11th)
Land Use (9th)
Water (9th)

Red = Below Average

Orange = Above Average

SUSTAIN CHARLOTTE

How are other cities in our region planning for sustainability?

Baltimore (10th)

Baltimore's Sustainability Plan

- Early 2008: City Council created *Baltimore Commission on Sustainability (CoS)* to develop a Sustainability Plan.
- CoS, Dept of Planning, and Office of Sustainability worked with city agencies, industry leaders, community organizations, and concerned citizens to develop the Plan.
- May 2008: CoS first met; committed to public involvement by establishing three guiding principles – engagement, inclusiveness, and translation.

SUSTAIN CHARLOTTE

The Plan Development Process

- CoS created 6 Working Groups (WGs), community conversations, a youth strategy, and a sustainability forum to reach people from all sections and backgrounds of the Baltimore community.
- Primary vehicle for developing core content of the Plan was the 6 Working Groups organized around traditional resource areas: Energy/Air, Water, Green Infrastructure, Built Environment, Transportation, and Waste.

SUSTAIN CHARLOTTE

The Plan Development Process

- Each WG was comprised of at least 2 CoS Commissioners, 5-10 non-commissioners with expertise in the respective resource areas, and any citizens who were interested in contributing.
- WGs were staffed by individuals from relevant City government agencies including Planning, Transportation, Parks & Recreation, Housing and Community Development, and Public Works.

SUSTAIN CHARLOTTE

The Plan Development Process

- Using the people, planet and prosperity lenses, WGs gathered information about existing programs, established vision for a sustainable Baltimore in context of their resource issue, identified goals and benchmarks, and established programmatic priorities.
- June - August of 2008, WGs collectively convened 18 public meetings and dozens of working sessions.
- Ultimately engaged over 1,000 citizens over an 8 month period, gathered and analyzed ideas, studied best practices, and produced detailed sets of recommendations to feed into the Sustainability Plan.

SUSTAIN CHARLOTTE

Baltimore's Sustainability Plan

- March 2009: Plan Approved by City Council.
- The Plan lays out 29 priority goals within 7 theme chapters:
  - Cleanliness, Pollution Prevention, Resource Conservation, Greening, Transportation, Education & Awareness, and Green Economy.
- Each of these 29 goals is accompanied by a set of 3-7 recommended strategies.

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Baltimore's **Green Economy** Goals and Strategies

	Goal	Strategy	Crossover Benefits						
GREEN ECONOMY	1: Create green jobs and prepare city residents for these jobs	A: Add clean technology to Baltimore's targeted growth sectors		X	X				o
		B: Conduct needs assessment of green job demand							o
		C: Link existing job training programs to the information provided in the green jobs needs assessment (above)						X	o
		D: Encourage the employment of Baltimore residents in City clean energy projects		X	X				o
		E: Convene Green Collar Summit						X	o
		F: Develop a to secure available funding						X	o
	2: Make Baltimore a center for green business	A: Leverage Baltimore's natural amenities attractive to green technology businesses and market them					X	X	o
		B: Establish and market creative financing strategies for local green businesses							o
		C: Encourage construction industry to use "green" building practices		X	X				o
		D: Identify sectors and products for a sustainability-related manufacturing niche in Baltimore		X	X				o
	3: Support local Baltimore businesses	A: Educate Baltimore City residents on the importance of supporting local businesses			X			X	o
		B: Develop tools to connect local suppliers to businesses, consumers, and government			X				o
		C: Increase local government purchasing of local products			X				o
	4: Raise Baltimore's profile as a forward thinking, green city	A: Create a brand for Baltimore's Sustainability initiative						X	o
		B: Attract sustainability-related conventions and events to Baltimore						X	o
		C: Target the tourism industry to promote Baltimore as a green city		X	X		X	X	o
		D: Support innovative and pilot projects and technologies	X	X	X	X	X	X	o

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Baltimore's Green Economy **Goals**

Goal 1	Create green jobs and prepare city residents for these jobs
Goal 2	Make Baltimore a center for green business
Goal 3	Support local Baltimore businesses
Goal 4	Raise Baltimore's profile as a forward-thinking, green city

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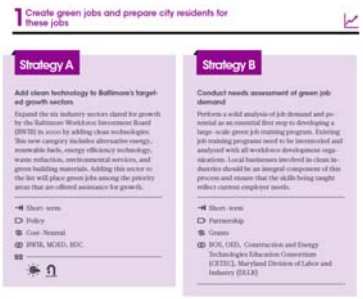
Example of Baltimore's Green Economy **Strategies**



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Example of Baltimore's Green Economy **Strategies**

"When the winds of change begin to blow, some people build walls, others build windmills." - Chinese proverb

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Why They Did It

"By improving Baltimore's ability to offer healthy air and water, varied transportation options, job opportunities with good growth potential, and clean, safe recreational spaces,

sustainable planning can help Baltimore attract and retain more residents, businesses, and investment.

The Baltimore Sustainability Plan is designed as a resource to aid these efforts."

- Baltimore Sustainability Plan

SUSTAIN CHARLOTTE

Involve All, Report Progress

"Every citizen, community organization, business, and institution can play a role in making the vision of a thriving, sustainable Baltimore a reality. The Baltimore Office of Sustainability will monitor the progress made on the Plan goals and produce annual reports for the community.

This progress report will allow us to check in, renew our commitment, and celebrate our successes together as a community."

- Baltimore Sustainability Plan

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Charleston (Not Ranked)

Charleston's Sustainability Plan

- Jan 2007: Mayor Riley formed Green Committee
- Committee started within City Department, then formed 6 subcommittees of citizens to gain the citizen's perspective and engage community:
  - Transportation, Waste, Energy, Buildings, Education, Sustainable Communities
  - 10-15 citizens served on each subcommittee.
- Leaders of subcommittees served on an Executive Committee.
  - 20 members, met monthly.
- October 2007: Public meetings started.

SUSTAIN CHARLOTTE

Charleston's Sustainability Plan

- Monthly meetings open to the public with speakers at each.
  - Subcommittees met after larger meeting.
  - Monthly meetings held in 3 geographical areas around Charleston.
  - Approx 100 people attended each meeting.
  - 800 people total engaged in the process.
- Feb 2010: Charleston Green Plan adopted by City Council.
  - Plan's recommendations divided into 5 categories: Better Buildings, Cleaner Energy, Sustainable Communities, Improved Transportation, and Zero Waste.

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Charleston's Sustainability Plan

- Carolee Williams, of city's Planning, Preservation, and Sustainability Dept, spent half of her time overseeing process.
- No budget for developing the Plan (only Carolee's time), money could have sped up the process they have said.
- Private donations funded designing the plan itself and funded a workshop with the Rocky Mountain Institute.
- April 2010: To implement the recommendations in the Charleston Green Plan, City created the Division of Sustainability within the Department of Planning, Preservation & Sustainability and hired City's first Sustainability Director.

SUSTAIN CHARLOTTE

Charleston's Sustainability Plan

- Nov 2011: Division of Sustainability issued *Sustainable Strategic Plan*, building on the Green Plan.
- *"The City of Charleston's Sustainability Strategic Plan is a call to action. It is a set of initiatives designed specifically to elevate and prioritize our combined sustainability and economic development activities."*
- *"We can no longer afford to work without a strong platform on which to frame our collaborative efforts. We must align ourselves to grow competitive advantages, scale up efforts, and significantly reduce environmental impacts."*

SUSTAIN CHARLOTTE

Charleston's Sustainability Plan

"Over the next eighteen months, we will engage the region's business and civic communities to drive implementation. We will also create a new mechanism for tracking our progress. Success requires a united, aggressive and sustained effort over this period to strengthen and expand Charleston's role on the leading edge of the global clean economy. In the process, we will begin to reduce waste and significantly reduce our environmental footprint, creating a win-win-win scenario."

- Brian Sheehan, Charleston Sustainability Director, Nov 2011

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Charleston's Sustainability Plan

"Collaborations with related City Departments will be essential to developing practical and sustainable policies. The Department of Planning, Preservation and Sustainability will regularly advise the Mayor on policy changes, advise the Sustainability Advisory Committee in the drafting of ordinances, draft practices and policy statements and facilitate the implementation of policy changes across City operations. Upon adoption, these policy changes will then be implemented in the various departments and divisions affected."

-- Charleston's Sustainable Strategic Plan

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Greensboro (Not Ranked), Washington DC (15th), and Atlanta (19th)

Greensboro's Sustainability Plan

- Greensboro:
  - Jan 2008: City Council created Community Sustainability Council.
  - Jan 2011: City Council adopted CSC's Sustainability Action Plan.
  - Culmination of a two-year process of collecting public input, working with City staff and developing goals and strategies in 8 topic areas:
    - Transportation and Land Use, Green Jobs and Buildings, Recycling and Waste Reduction, City Operations, Nature in the City, Education and Outreach, Green Technologies, and Adaptation.

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Washington DC's Sustainability Plan

- Washington DC:
  - July 2011: Mayor Gray announces intention to make DC the greenest, healthiest, and most livable city in the nation.
  - Sept 2011: City launches Sustainable DC.
  - Sept and Oct: Sustainable DC staff attend more than 50 community meetings and events to hear residents' visions for a sustainable DC and actions they can take as a city to realize those visions.
  - Nov 2011: Mayor Gray launches nine Working Groups to examine best practices, existing conditions, and community input to develop sustainability recommendations.
  - Spring 2012: WGs' recommended goals, actions, and indicators are being reviewed and integrated into a draft vision plan.

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Washington DC's Sustainability Plan

- In addition to WGs, the Mayor will convene 2 groups to help guide the Sustainable DC planning process:
  - **Green Ribbon Committee**: A committee appointed by the Mayor and composed of business leaders, community advocates, and subject matter experts to provide direction and feedback on development and implementation of the plan.
  - **Green Cabinet**: An assembled group of District government agency directors and senior staff to guide the government's internal efforts, budgeting and plan implementation.

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Washington DC's Sustainability Plan

- Sustainable DC will focus on nine major categories, each with its own working group:
  - Built Environment, Climate, Energy, Food, Nature, Transportation, Waste, Water, Green Economy
- Each working group will create goals for their category, which will then be analyzed from economic, social, and environmental perspectives.

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Atlanta's Sustainability Plan

- Feb 2008: Sustainability initiative began with a plan focused on internal government and municipal facilities operations.
- 2010: Mayor Kasim Reed set goal for Atlanta to become one of the top ten sustainable cities in the nation.
- 2010: Atlanta's Division of Sustainability establishes citywide goals in 9 areas:
  - Transportation, Fleet Fuels, Climate Change, Water Conservation, Water Quality, Waste, Greenspace, Energy, Local Food Systems

SUSTAIN CHARLOTTE

Atlanta's Sustainability Plan

"Being more sustainable as a city not only protects and preserves the environment, it makes economic sense for the city.

It helps drive financial savings and efficiency and creates jobs.

Becoming a top-ten sustainable city will increase Atlanta's competitive advantage for economic growth by positioning the city as a magnet for talent and for like-minded companies looking to relocate."

2010 Atlanta Sustainability Plan

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"It is not necessary to change.
Survival is not mandatory."

- *W. Edwards Deming*

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Where do we go from here?

Where do we go from here?

- Develop sustainability plan for Charlotte within one year.
  - Establish a Sustainability Advisory Committee to decide focus areas.
  - Establish working groups comprised of the public (interested citizens, businesses, nonprofits, and academic institutions) and city staff.
  - Plan should contain focus areas, goals for each area, strategies for achieving these goals (many strategies are likely already underway), and indicators for each goal to measure progress.
  - Ask each organization involved in development to endorse the plan.
  - Present plan to KBEs and Council Committees for approval.
  - Present plan to City Council for approval.
  - Leverage approved plan to obtain private and public grants to assist with implementation (there are many grants available currently).

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