

Council Communication

September 16, 2014, Study Session

Community Sustainability Framework Proposal From the Conservation Commission

FROM:

Adam Hanks, Management Analyst

SUMMARY

As a continuation of an operational and sustainability planning goal from the 2011-12 City Council goals, the Conservation Commission is requesting Council adoption of the STAR (Sustainable Tools for Assessing and Rating Communities) Community Rating System as a framework to begin the process of developing a Community Sustainability Plan. The STAR rating system lays out seven major goal categories and five to seven emphasis areas within each one, all aimed at creating a “sustainable” community. The seven goal areas are: Built Environment; Climate & Energy; Education, Arts & Community; Economy & Jobs; Equity & Empowerment; Health & Safety; and Natural Systems.

The Commission is also requesting Council to review and direct staff to incorporate the proposed schedule and resource commitment into the upcoming biennial budget proposal for FY15-17.

BACKGROUND AND POLICY IMPLICATIONS:

The Conservation Commission has for some time been interested in the City increasing its efforts and focus in the area of sustainability and has spent many years working on both individual sustainability related projects as well as the development and approval of more broad policy level sustainability initiatives to embed sustainability principles into City and community decision making.

This current proposal and request is a result of the Commission’s goal request for Council consideration for the 2011-12 Council goal setting process. The following goal was approved as part of the final Council goals for 2011-12, as amended by Council in May of 2012:

“Develop a concise sustainability plan for the community and for City operations, beginning with development of a plan framework, suggested plan format, timeline and resource requirements for City Operations that can be used as a model for a community plan to follow”

In November of 2012, Council approved the Commission’s suggested Operational Sustainability Plan Framework, Plan Format and Process Outline document that staff has subsequently used as the basis for development and implementation of a formal Operational Sustainability Plan.

The Commission’s proposal to adopt the STAR Framework would similarly form the foundation and basis for the development and implementation for a community sustainability plan and move the



community sustainability plan goal to an active project. The Commission's proposal and background information about the STAR rating system are attached to this Council Communication.

Implementation Schedule and Resources

The Commission has included in their proposal three levels of implementation, each involving a set of actions/tasks and estimates of suggested levels of staff time to adequately move forward on plan development.

In Commission meetings and in discussions with City staff, the Commission has recognized the potential for a variety of staffing methods that could be used to accomplish the proposed tasks and actions and utilized the Full Time Equivalent (FTE) metric as the means of conveying the overall level of activity they felt needed to be dedicated to the project over the next two to three years. Proposed FTE levels could be implemented as contract/consultant work, temporary staffing, reallocation of existing staff, creation of new staff with combined complimentary duties, etc.

FISCAL IMPLICATIONS:

Utilizing the implementation levels from the Commission proposal, staff estimates the FY2015-17 staff costs of a 0.5 FTE to be \$40,000-\$60,000 and FY2017-19 staff costs of a 1.0 FTE of \$80,000-\$120,000.

Costs would be impacted by the desired speed and scope of implementation, whether the project is assigned to contract/consultant staff, whether existing staff is assigned/re-assigned or new staff is brought in.

STAFF RECOMMENDATION AND REQUESTED ACTION:

N/A – For discussion between Commission and Council with staff direction and response as requested.

SUGGESTED MOTION:

N/A

ATTACHMENTS:

Conservation Commission STAR Framework Proposal Documents
Conservation Commission Council Goal Setting Memo's – 2011 & 2013



**Community Sustainability Planning
Conservation Commission Presentation to City Council
September 15, 2014**

The Opportunity

- The City of Ashland has an opportunity to adopt a process that many other cities have adopted with positive results (see [appendix 1](#)).
- The STAR Framework reporting system is in essence a more current and comprehensive way of assessing sustainability than the Valdez Principles which were originally adopted by City Council in May of 1990. The 10th Valdez principle requires an annual report on implementation which consisted of listing programs, initiatives and City activities that support each of the principles.
- The STAR Framework principles engender good governance and best practices in support of local sustainability efforts that ask the community to consider the broader implications before embarking on specific projects, and look for ways to accomplish multiple goals rather than default to short-term, piecemeal efforts. (see [appendix 2](#)).
- The Framework contains a rating system that covers approximately 44 objectives across seven-goals. Evaluation measures, consisting of community level outcomes and local actions, support the attainment of these objectives (see [appendix 3](#)). The Framework can be adapted to fit a community's identity, needs and priorities.
- Ultimately, the framework will provide the City Council a method of assessing existing Council, City Administration, community, business, and education sectors sustainability outcomes and actions, and will serve to identify gaps where little or no outcomes or actions exist (see example in [appendix 4](#)).
- Reporting parties would identify community level outcomes (per STAR) and/or completion of local actions that are essential to reaching those outcomes.
- The reporting can be accomplished by providing easy to use electronic forms.
- Supplied with this information, the Council would then have an opportunity modify or augment existing Council and City administration goals as appropriate. Additionally, this information is cumulative and can be used to demonstrate progress over time toward community sustainability outcomes.
- The Conservation Commission and the City Staff compiled an initial draft list of outcomes and local actions that are already underway in support of the STAR Goals and Objectives.

The Ask

- Adopt the STAR Communities Sustainability Framework as a successor to the Valdez Principles
- Mandate regular reporting on community and City government related efforts within the STAR framework initially, and then expand scope over time to include external entities.
- Allocate adequate staff time and resources (e.g. FY 15-17 budget "add package") necessary to administer the program.

Anticipated Workload and Benefits

- **Short-term workload:** City Departments will provide content for reporting, and City Staff will coordinate the reporting process, which is foreseen to be manageable for internal City reporting. Community, business and education reporting will require City staff to coordinate and compile those reports.

- **Long-term workload:** Dedicated staffing is anticipated as the matrix and framework become more thoroughly utilized in city and community sustainability assessment, prioritization, and decision making. This includes participation in the formal STAR reporting and certification process.
- **Benefits:** Ashland should invest in the STAR system because:
 - Increase community resiliency.
 - It assists policy makers and citizens in defining and maintaining a healthy environment.
 - It helps build a strong economy.
 - It will improve the quality of life in our community.
 - It's an objective approach to problem solving.
- **Implementation levels:** Adopting STAR is an investment into our immediate and long-term future, with a positive estimated return on investment. It is not an expense.
 - Level 1: Participating: assess current conditions, set goals and priorities, and share a sustainability framework across departments and with stakeholders. Estimated costs for membership is \$500/yr. and .5 FTE or equivalent staff time. (Recommend Phase I begins in the 2015-2017 budget process).
 - Level 2: Reporting: Sustainability efforts nationally recognized through a certification program. Organized and motivated, and have been tracking sustainability metrics for some time. City Staff and citizens are on board and have a strong team of leaders and partners willing to help. Estimated costs for membership is \$1,500/yr. and 1.0 FTE or equivalent Staff time. (Recommend Phase II begins 2017).
 - Level 3: Leadership: A structured program that will help Ashland to succeed in attaining our goals and objectives. At this level, we continue to evolve in a deeper understanding of our community's strengths and our needs to support current and future generations. We actively connect with other leaders in community sustainability, and, we are confident that sharing best practices and exchanging different approaches to the rating system with other leaders will benefit our community. Estimated costs for membership is \$5,000/yr. and staff and 1.0 FTE Staff time. (Recommend Phase III begins 2020).

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Appendix 1 – List of participating STAR Communities

Listing of STAR Communities, population and level of achievement

Community	State	Population	Level of Achievement
Nederland	Colorado	1,446	Reporting Community
Village of Islamorada	Florida	6,279	Participating Community
Charles City	Iowa	7,500	Reporting Community
Park Forest	Illinois	21,975	Reporting Community
Rosemount	Minnesota	22,000	Reporting Community
El Cerrito	California	23,549	3-STAR Community
Blue Island	Illinois	23,704	Participating Community
Northampton	Massachusetts	29,000	5-STAR Community
Bay Area (Coos Bay, North Bend, Charleston), Coos County	Oregon	30,000	Participating Community
Grove City	Ohio	40,000	Participating Community
Blacksburg	Virginia	42,620	Participating Community
Bonita Springs	Florida	46,000	Participating Community
Dubuque	Iowa	58,155	Reporting Community
Hamilton	Ohio	62,000	Participating Community
Flagstaff	Arizona	64,000	Participating Community
Portland	Maine	65,000	Reporting Community
Frederick	Maryland	66,879	Reporting Community
Santa Fe	New Mexico	68,642	Reporting Community
Redlands	California	69,916	Participating Community
Madison County	New York	73,365	Participating Community
Evanston	Illinois	75,000	4-STAR Community
Fayetteville	Arkansas	75,000	3-STAR Community
Bloomington	Indiana	80,000	Participating Community
Victoria	British Columbia	83,000	Reporting Community
Reading	Pennsylvania	87,893	Participating Community
Santa Monica	California	90,000	Reporting Community
Beaverton	Oregon	92,000	Participating Community
Rockingham County	North Carolina	93,000	Reporting Community
Albany	New York	97,000	3-STAR Community
City of Dearborn	Michigan	98,153	Participating Community
Woodbridge Township	New Jersey	99,585	Reporting Community
Davenport	Iowa	100,802	4-STAR Community
Las Cruces, NM	New Mexico	101,047	Participating Community
Palm Bay	Florida	106,714	Reporting Community
City of Elgin	Illinois	108,000	Participating Community
Denton	Texas	121,123	Reporting Community
Lakewood	Colorado	142,000	Participating Community
Fort Collins	Colorado	143,986	3-STAR Community
Dayton	Ohio	148,000	Participating Community

Chittenden County	Vermont	156,545	Reporting Community
Peoria County	Illinois	183,000	Participating Community
Tacoma	Washington	196,000	4-STAR Community
Boise	Idaho	200,000	Participating Community
Des Moines	Iowa	200,000	3-STAR Community
Birmingham	Alabama	212,038	Participating Community
Chandler	Arizona	240,622	3-STAR Community
City of Henderson	Nevada	257,729	Participating Community
Plano	Texas	273,000	Reporting Community
Riverside	California	304,000	Reporting Community
Saint Louis	Missouri	318,000	Reporting Community
Sarasota County	Florida	383,664	Participating Community
Cleveland	Ohio	393,806	3-STAR Community
Atlanta	Georgia	420,000	3-STAR Community
Omaha	Nebraska	421,294	Participating Community
Raleigh	North Carolina	423,179	Reporting Community
Tucson	Arizona	580,000	4-STAR Community
Portland	Oregon	593,820	Reporting Community
City of Las Vegas	Nevada	596,424	Participating Community
Vancouver	British Columbia	603,500	Participating Community
Seattle	Washington	616,500	Reporting Community
Washington	District of Columbia	618,000	Reporting Community
Baltimore	Maryland	621,342	Reporting Community
Lee County	Florida	645,293	3-STAR Community
Louisville	Kentucky	746,900	Reporting Community
Columbus	Ohio	797,434	Participating Community
Charlotte	North Carolina	800,000	Participating Community
Indianapolis	Indiana	820,445	3-STAR Community
Austin	Texas	820,611	4-STAR Community
Memphis-Shelby County	Tennessee	950,000	Reporting Community
Calgary	Alberta	1,200,000	Reporting Community
Allegheny County	Pennsylvania	1,229,000	Participating Community
Phoenix	Arizona	1,400,000	Reporting Community
Orange County	Florida	1,500,000	Participating Community
Philadelphia	Pennsylvania	1,548,000	Participating Community
Ville de Montréal / City of Montreal	Quebec	1,650,000	Reporting Community
Broward County	Florida	1,748,066	4-STAR Community
King County	Washington	1,969,722	Reporting Community
Houston	Texas	2,100,000	Reporting Community
Toronto	Ontario	2,600,000	Reporting Community

Appendix 2 - For more information, the STAR Rating System can be downloaded:
<http://www.starcommunities.org/rating-system/download>

Guiding Principles

Think and act systemically. Sustainable communities take a systems perspective and recognize that people, nature and the economy are all affected by their actions. Local governments in these communities consider the broader implications before embarking on specific projects, and they look for ways to accomplish multiple goals rather than default to short-term, piecemeal efforts.

Instill resiliency. Sustainable communities possess a strong capacity to respond to and bounce back from adversity. Local governments in these communities prepare for and help residents and institutions prepare for disruptions and respond to them swiftly, creatively and effectively.

Foster innovation. Sustainable communities capture opportunities and respond to challenges. Local governments in these communities cultivate a spirit of proactive problem solving to provide access to futures otherwise unobtainable and to enable the risk-taking inherent in innovation.

Redefine progress. Sustainable communities measure progress by improvements in the health and wellbeing of their people, environment and economy. Instead of focusing on GDP, local governments in these communities use a broad set of indicators.

Live within means. Sustainable communities steward natural resources so that future generations have as many opportunities available to them as we do today. They also recognize that resources exist for the benefit of life forms other than humans. Local governments in these communities assess resources, track impacts, and take corrective action when needed so that they meet the needs of today without depleting what they leave for future generations.

Cultivate collaboration. Sustainable communities engage all facets of society in working together for the benefit of the whole. Local governments in these communities bring government representatives, community members and organizations together and create a culture of collaboration that encourages innovation, sharing of resources, and jointly shared accountability for results.

Ensure equity. Sustainable communities allocate resources and opportunities fairly so that all people who do the full range of jobs that a community needs can thrive in it. Local governments in these communities actively eliminate barriers to full participation in community life and work to correct past injustices.

Embrace diversity. Sustainable communities feature a tapestry of peoples, cultures and economies underpinned by a richly functioning natural environment. Local governments in these communities celebrate and foster ethnic, cultural, economic and biological diversity and encourage multiple approaches to accomplish a goal.

Inspire leadership. Sustainable communities provide leadership through action and results. Local governments in these communities recognize their opportunity to effect change by backing visionary policies with practices that serve as an example for citizens and businesses to emulate.

Continuously improve. Sustainable communities engage in continuous discovery, rediscovery and invention as they learn more about the impacts of their actions. Local governments in these communities track both performance and outcomes, are alert for unintended consequences, and modify strategies based on observed results.

The STAR Community Rating System Framework

While many sustainability frameworks focus exclusively on environmental performance, the STAR Community Rating System advances community priorities across the three pillars of sustainability: economy, environment, and society. By integrating strategies across multiple goals, greater benefits are delivered for the resources invested. The rating system is organized around the following seven goal areas:

Built Environment: *Achieve livability, choice, and access for all where people live, work, and play*

Climate & Energy: *Reduce climate impacts through adaptation and mitigation efforts and increase resource efficiency*

Education, Arts & Community: *Empower vibrant, educated, connected, and diverse communities*

Economy & Jobs: *Create equitably shared prosperity and access to quality jobs*

Equity & Empowerment: *Ensure equity, inclusion, and access to opportunity for all citizens*

Health & Safety: *Strengthen communities to be healthy, resilient and safe places for residents and businesses*

Natural Systems: *Protect and restore the natural resource base upon which life depends*

An eighth category, **Innovation & Process**, addresses issues that span all three pillars and includes exemplary performance, innovation, best practices and processes, and regional priority.

STAR is organized around a typical strategic plan hierarchy of goals, objectives and evaluation measures; this design is intended to align with local government processes and standard practice, and be easily understood by policy makers. The structure features a set of components that reflect public sector mechanisms that are proven effective in advancing change. Terms are those commonly used by local governments to communicate strategic objectives and desired outcomes.

Beneath each goal is a series of objectives aimed at achieving community-level aspirations. Objectives are measured in two ways: through attainment of community-level outcomes and/or through completion of local actions that are essential to reaching the outcomes. These evaluation measures provide the avenue for communities to achieve credit in the rating system. Below are definitions associated with the STAR framework.

Term	Definition
Pillar	The three pillars of sustainability: Environment, Economy or Society
Goal	Desired sustainability state or condition that a jurisdiction intends to achieve
Objective	A clear, desired outcome intended to move the community toward the broader goal
Purpose	Statement to clarify relevance, to provide context, and communicate the desired outcome
Evaluation Measures	Qualitative or quantitative, using relative or absolute metrics
Community Level Outcomes	Measurable, condition-level indicators that depict a community's progress toward a preferred state or condition as suggested by the STAR Objective
Local Actions	Range of decisions and investments that a local government or community can make, or the activities that they can engage in, that are essential to achieving desired outcomes

Evaluation Measures -- Community Level Outcomes and Local Actions

Community level outcomes are measurable, condition-level indicators that depict a community's progress toward a preferred state or condition as suggested by the STAR Objective. Outcomes are represented as trend lines, targets, or thresholds in the rating system.

Local actions describe the range of decisions and investments that a local government or community can make, or the activities that they can engage in, that are essential to achieving desired outcomes. Actions focus on the key interventions that move the needle towards desired outcomes. They can include activities or partnerships where the local government is not the lead actor but a convener, participant, or active supporter in a community-scale effort to achieve the outcomes.

Action Types	
Education and Outreach (EO)	Preparatory
Plan Development (PD)	
Policy and Code adjustment (PoC)	
Partnerships and Collaboration (PC)	
Practice Improvements (PI)	
Inventory, Assessment or Survey (IAS)	
Enforcement and Incentives (EI)	Implementation
Programs and Services (PS)	
Facilities and Infrastructure (FI)	

There are nine action types in the rating system. Actions described as preparatory are foundational steps that a community should take first to assess the community's needs and trends, identify and execute policy and regulatory changes, and strengthen partnerships and collaborations in order to effectively deploy resources and investments.

Implementation based actions are the programs and services, enforcement and incentive mechanisms, and infrastructure investments a community makes in order to efficiently and equitably move the needle towards the desired outcomes.

Evaluation measures were reviewed by technical advisors, staff and other stakeholders to determine whether they are relevant, feasible, systemic, timely, reliable and valid. Other criteria for inclusion in the rating system include alignment with the STAR Guiding Principles. All STAR content is analyzed for its interdependency with other aspects of the rating system; references and findings are documented in the Technical Guide.

Criteria for STAR's Objectives and Evaluation Measures
Relevant: Provide direct feedback on the outcomes of local implementation.
Feasible: Leverage use of credible, commonly collected data for cost effective reporting that is flexible enough to be implemented in various local contexts.
Timely: Capture actions and outcomes that are currently relevant, while looking forward to the future.
Useful: Provide significant value to help cities and counties make decisions and address local priorities.
Systemic: Draw attention to the preferred future, while offering a metric that measures true progress toward that achievement goal; and, where possible, will satisfy performance reporting for multiple goals to highlight the integrated nature of sustainability.
Reliable: Provide a consistent reflection of achievement or performance across communities regardless of community characteristics, facilitating comparisons between communities.
Valid: Represent the concepts and underlying phenomena that are embodied in the STAR Objective accurately.

Adapted from "Indicators and Information Systems for Sustainable Development: A Report to the Balaton Group" by Donella Meadows, 1998

For more information, the STAR Rating System can be downloaded here:
<http://www.starcommunities.org/rating-system/download>

Appendix 3

Table of STAR Goals and Objectives

Built Environment	Climate & Energy	Education, Arts & Community	Economy & Jobs	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light	Climate Adaptation	Arts & Culture	Business Retention & Development	Civic Engagement	Active Living	Green Infrastructure
Community Water Systems	Greenhouse Gas Mitigation	Community Cohesion	Green Market Development	Civil & Human Rights	Community Health & Health System	Invasive Species
Compact & Complete Communities	Greening the Energy Supply	Educational Opportunity & Attainment	Local Economy	Environmental Justice	Emergency Prevention & Response	Natural Resource Protection
Housing Affordability	Industrial Sector Resource Efficiency	Historic Preservation	Quality Jobs & Living Wages	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality
Infill & Redevelopment	Resource Efficient Buildings	Social & Cultural Diversity	Targeted Industry Development	Human Services	Indoor Air Quality	Water in the Environment
Public Spaces	Resource Efficient Public Infrastructure		Workforce Readiness	Poverty Prevention & Alleviation	Natural & Human Hazards	Working Lands
Transportation Choices	Waste Minimization				Safe Communities	

For more information, the STAR Rating System can be downloaded here:

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Infrastructure	Climate and Energy	Economy and Jobs	Education, Arts & Community	Equity and Empowerment	Health and Safety	Natural Systems
<u>Ambient Light and Noise</u>	<u>Climate Adaptation</u>	<u>Business Retention and Development</u>	<u>Arts and Culture</u>	<u>Civic Engagement</u>	<u>Active Living</u>	<u>Green Infrastructure</u>
AMC Ch 9 Screening code and Noise code	Climate Action Plan, Sustainability Council 2012 Water Master Plan	Economic Development Strategy 2010	Public Master Plan (2007) - dedicated revenue streams and grants	Vote OR campaign, Civic Engagement Program Open City Hall - Citizen input software	Pursuing Bicycle Friendly University distinction, campus fitness center	Campus Tree Committee, Tree Campus USA, Tree Care Plan LEED Bonus - Land Use Code, Green Street Standards, Transportation Element, Earth Advantage standards and incentives
<u>Community Water Systems</u>	<u>Greenhouse Gas Mitigation</u>	<u>Green Market Development</u>	<u>Community Cohesion</u>	<u>Civil and Human Rights</u>	<u>Community Health/Health Systems</u>	<u>Invasive Species</u>
2012 Water Master Plan	Climate Action Plan, Sustainability Council, EV charging stations, lighting & equipment upgrades, GHG inventories RVCOG - Renewable Energy Assessment			Housing Needs Analysis-2012; Housing & Human Services Commission; Community Development Block Grant, Entitlement community		IPM Forest Interface Plan - Fire Dept (Water Utility funded); Noxious Vegetation Program - Fire Dept
<u>Compact and Complete Communities</u>	<u>Greening the Energy Supply</u>	<u>Local Economy</u>	<u>Educational Opportunity and Attainment</u>	<u>Environmental Justice</u>	<u>Emergency Prevention and Response</u>	<u>Natural Resource Protection</u>
Raider Village built near transit stop, walkability Urban Growth Boundary; Transportation System Plan - Multi-model Pedestrian Places Grant, Transit oriented development (TOD) grant	transitioning fleet to EV/Alt fuels, EV charging stations, on-site solar Solar installations on municipal buildings; Community Solar (Solar Pioneer II); Solar incentive programs for utility customers Environmentally Preferred power (Wind), City owned hydro generation (2%), BPA as wholesale electricity provider	Economic Development Strategy 2010			Citizen Alert - Automated public communication system CERT Program; "Are your Ready" Program; FireWise Communities	Water Resources Protection Ordinance - 2008; Tree Preservation and Protection Ordinance Physical & Environmental Constraints Ordinance (hillside and wildfire zones, standards)

Infrastructure	Climate and Energy	Economy and Jobs	Education, Arts & Community	Equity and Empowerment	Health and Safety	Natural Systems
<u>Housing Affordability</u>	<u>Industrial Sector Resource Efficiency</u>	<u>Quality Jobs and Living Wages</u>	<u>Historic Preservation</u>	<u>Equitable Services and Access</u>	<u>Food Access and Nutrition</u>	<u>Outdoor Air Quality</u>
SOU Family Housing Housing Needs Analysis - 2012 Rental Needs Analysis - 2007	Use COA conservation incentives Commercial lighting and other industrial incentives through Conservation Division	Living Wage ordinance for City staffing and City contract work Economic Development Strategy 2010	Five National Registered Historic Districts, design standards, demolition standards Proposed Siesmic Code	CDBG Funding	SOU Food Pantry, Center for Sustainability	Partnership w/RVTD, Tree Campus USA, Anti-Idling fleet
<u>Infill and Redevelopment</u>	<u>Resource Efficient Buildings</u>	<u>Targeted Industry Development</u>	<u>Social and Cultural Diversity</u>	<u>Human Services</u>	<u>Indoor Air Quality</u>	<u>Water in the Environment</u>
Land Use Ordinance	LEED Gold Res & Dining Halls, LEED Platinum HEC, LEED Silver new construction minimum Retrofits of older buildings Facilities Energy Audit - 2013	Economic Development Strategy 2010	Cultural events, Multicultural Resource Center Economic, Cultural, Tourism and Sustainability Grant program (\$200k)	OHRA/ACCESS Resource Center		Offsets 100% of water use Natural cooling of waste treatment outflow
<u>Public Spaces</u>	<u>Resource Efficient Public Infrastructure</u>	<u>Workforce Readiness</u>		<u>Poverty Prevention and Alleviation</u>	<u>Natural and Human Hazards</u>	<u>Working Lands</u>
Center for Sustainability City and Parks facilities	LEED Silver minimum on new construction, ongoing retrofits and upgrades Facilities Energy Audit - 2013	Potential partnership with Options for Homeless Residentas		Increased student jobs Funding to OHRA/ACCESS for help center in Ashland		Ashland Forest Resiliency Project Ashland Forest Resiliency Project
<u>Transportation Choices</u>	<u>Waste Minimization</u>				<u>Safe Communities</u>	
Bike parking, subsidized bus passes, rideshare program, bike loan	On-site recycle center, recycling events & trainings, free stuff shelf Rcology franchise contract-waste prevention education				"You Have Options" sexual Assault Response (National awards) Firewise Communities - Fire Dept	

RED - SOU

BLUE - city

Disclaimer: These are actual examples, but they are not comprehensive. Many additional actions have been and are being taken but are not listed in this table. This table is for example purposes only. It shows that both SOU and the City of Ashland are ALREADY taking action on sustainability.

Memo

DATE: January 7, 2013
TO: Mayor & Council
FROM: Conservation Commission
RE: 2013-14 Council Goal Setting

As a part of the Council's upcoming goal setting session for the next 12-18 months, the Conservation Commission would like to offer its support for continued focus and effort towards the four goals that the Commission feels are most closely aligned with its mission and charge.

They include:

- The adoption of land use regulations, building codes, standards and fee structures that create incentives for resource efficient development with multi-modal transportation options.
- Development of strategies to address upcoming wholesale power rate structure changes (Tier II)
- Implementation of specific capital projects and operational programs that ensure City facilities and operations are leaders in the efficient use of water
- Development of a concise sustainability plan for the community and for City operations

As you know, the Commission has been particularly active on the four goal listed and would like to thank the Council for their support in the Commissions efforts in assisting to move the operational plan portion of this goal into the implementation phase. The Commission is looking forward to playing a role in supporting its completion and to begin work on helping move the community plan along a similar path.

January 26, 2011

Ashland City Council,

The Conservation Commission encourages the City Council to continue pursuing the Environmental goals established by Council in January 2011. The Commission has relied upon these goals as a basis for the development of recommendations of objectives, benchmarks and actions to support and achieve the stated goals. Current topics under Commission development are identified under each of the 2011 Council goals and will be presented to Council in the near future for consideration and adoption.

Adopt land use codes, building codes, green building standards, and fee structures that creates strong incentives for development that is energy, water, and land efficient and supports a multi-modal transportation system.

- The Conservation Commission recommends that the City require a minimum LEED Silver Certification for all new City buildings and retrofits.

Develop a concise sustainability plan for the Community and for City Operations

- The Conservation Commission will bring in a sustainability framework expert to City Council to discuss the guiding principles and framework for sustainability.
- Conservation Commission will recommend and ask the City Council to adopt an Ashland Sustainability Resolution that sets the foundation for sustainable City government operations.
- The Conservation Commission will further research other Oregon City's Sustainability Plans and provide feedback to the City of Ashland.
- The City of Ashland will develop a City Operations sustainability plan with support and input from the Conservation Commission's research.
- The City of Ashland will appoint a Sustainability Program Manager to work across all City Departments
- Continue to educate and enforce anti-idling ordinance 2882 for city vehicles operations.

Develop a strategy to use conservation and local renewable sources to meet Tier 2 power demands.

- Pending

Implement specific capital projects and operational programs to ensure that City facilities and operations are a model of efficient use of water

- Pending

LEED Certification Recommendation

A stated Ashland City Council goal is to:

Adopt land use codes, building codes, green building standards, and fee structures that create strong incentives for development that is energy, water, and land efficient and supports a multi-modal transportation system.

To obtain this goal, the Ashland Conservation Commission recommends that the City require a minimum LEED Silver Certification for all new City buildings and retrofits.

“LEED, or Leadership in Energy and Environmental Design, is an internationally-recognized green building certification system” that “provides building owners and operators with a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions.” While the LEED rating system is in no way perfect, it does create a viable framework for discussing and selecting the most appropriate sustainable strategies during the design and construction of new buildings.

Adopting a progressive building standard is the next logical step in achieving the City Council's stated goal of long term sustainability. The Conservation Commission has made recommendations on LEED certification in the past (2006 Fire station #2), and the City Council has already adopted a fast-track permitting process for buildings seeking LEED certification (City of Ashland Ordinance 3035). Unfortunately, these actions have not resulted in as significant an impact as anticipated. To date, there are no LEED certified buildings in Ashland, and there are only 3 LEED buildings which have attempted registration.

In order to create a development atmosphere conducive to sustainable design, the City needs to take a leadership role by ensuring that any future building projects and retrofits achieve at least some measurable positive affect on the environment. Creating the proposed resolution would not only help the City achieve its conservation goals but would also show the community that the City of Ashland is committed to making positive change in its built environment.

Additionally, many other municipalities have adopted similar measures, including Cities of comparable or smaller size to Ashland (Oregon City, OR, Happy Valley, OR, West Linn, OR, Albany, CA).

Respectfully,

The City of Ashland Conservation Commission

The Commission feels that there are a multitude of new goals relating to the environment, sustainability and resource efficiency that they could support, but also acknowledge and recognize the importance of all of the different challenges and responsibilities of the Mayor and Council to our community.

We again thank you for your support of the Commissions efforts, your recognition of the advisory role we play in the process and we want to ensure that you know we are in support of the existing goals and would like them to remain and continue to be worked on for the short and long term benefit of the community.