



# **"Why are Communities Adopting Sustainability Programs?"**

**Air Innovations Conference**

**Denver, CO**

**September 6, 2006**

# **ICLEI – Local Governments for Sustainability**

**Achieving global change through  
local action**

**10 offices worldwide**

**Key Programs: Sustainable  
Development, Climate Protection**

# Pop Quiz:

**What is more popular in the US –  
Climate Protection or Sustainability  
planning?**

Why?

# Cities for Climate Protection® (CCP) Campaign

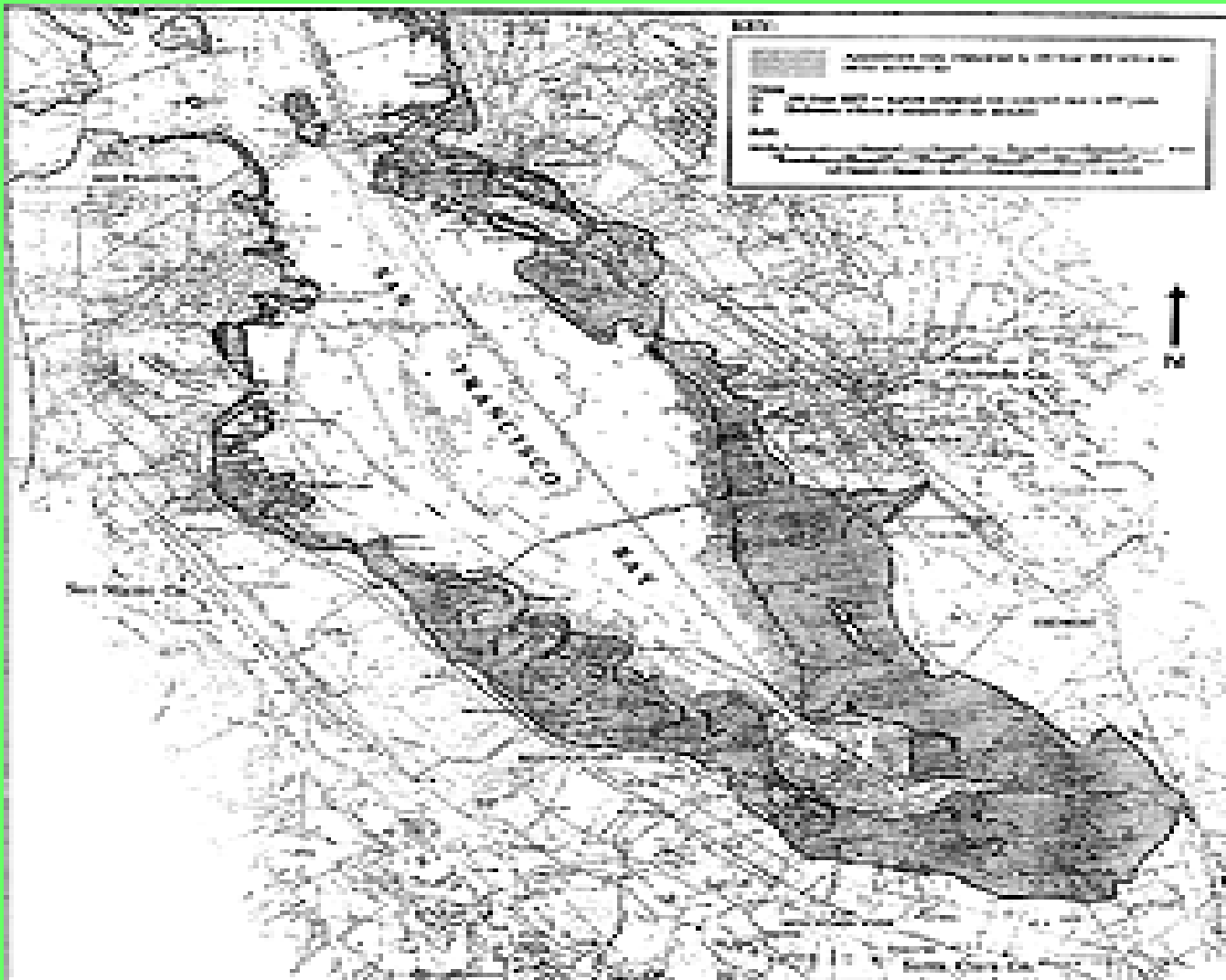
- Largest ICLEI program
- Over 770 participants worldwide
- 200 participants in U.S. = 22% of U.S. GHG emissions



# **Why Do U.S. Cities Care?**

- **Cities have a lot at risk**
- **Cities are part of the problem**
- **Cities are a BIG part of the solution**

# Cities at Risk: Sea Level Rise



# Cities at Risk: Extreme Weather



# Cities at Risk: Flooding

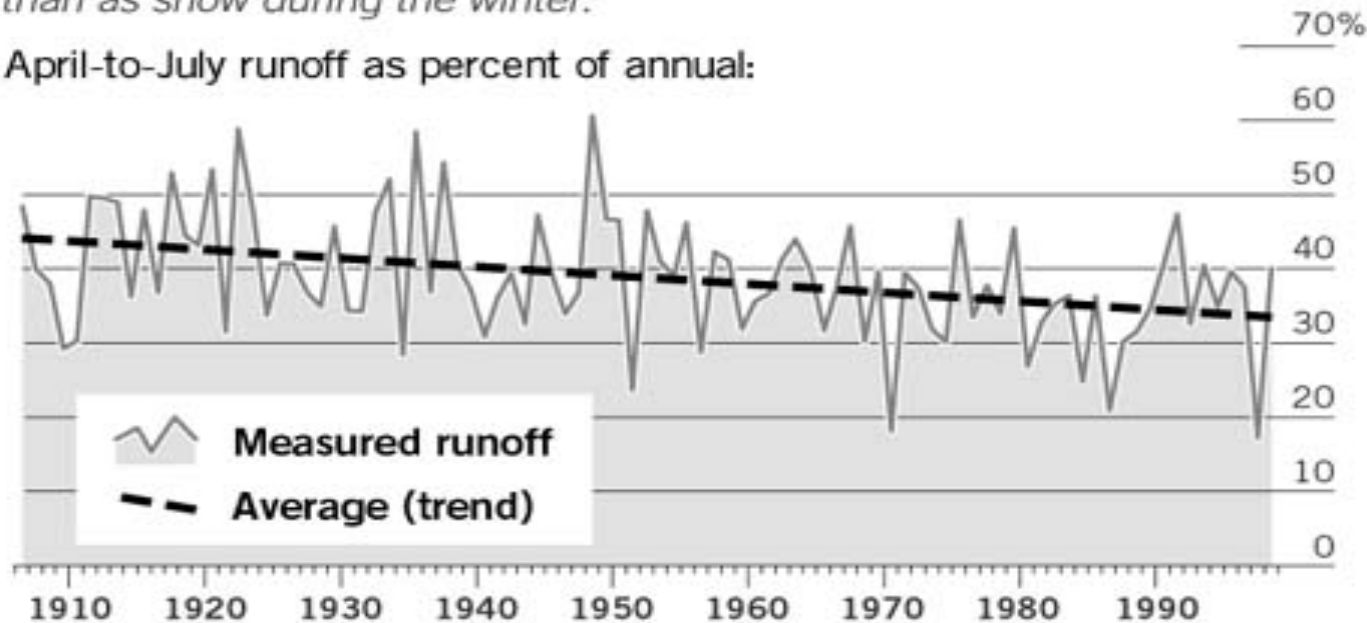


# Cities at Risk: Loss of Water Supply

## Warming trend

*The proportion of total runoff in California that is occurring in late spring and early summer has declined over the last 100 years. Scientists say that's because more precipitation is falling as rain than as snow during the winter.*

April-to-July runoff as percent of annual:



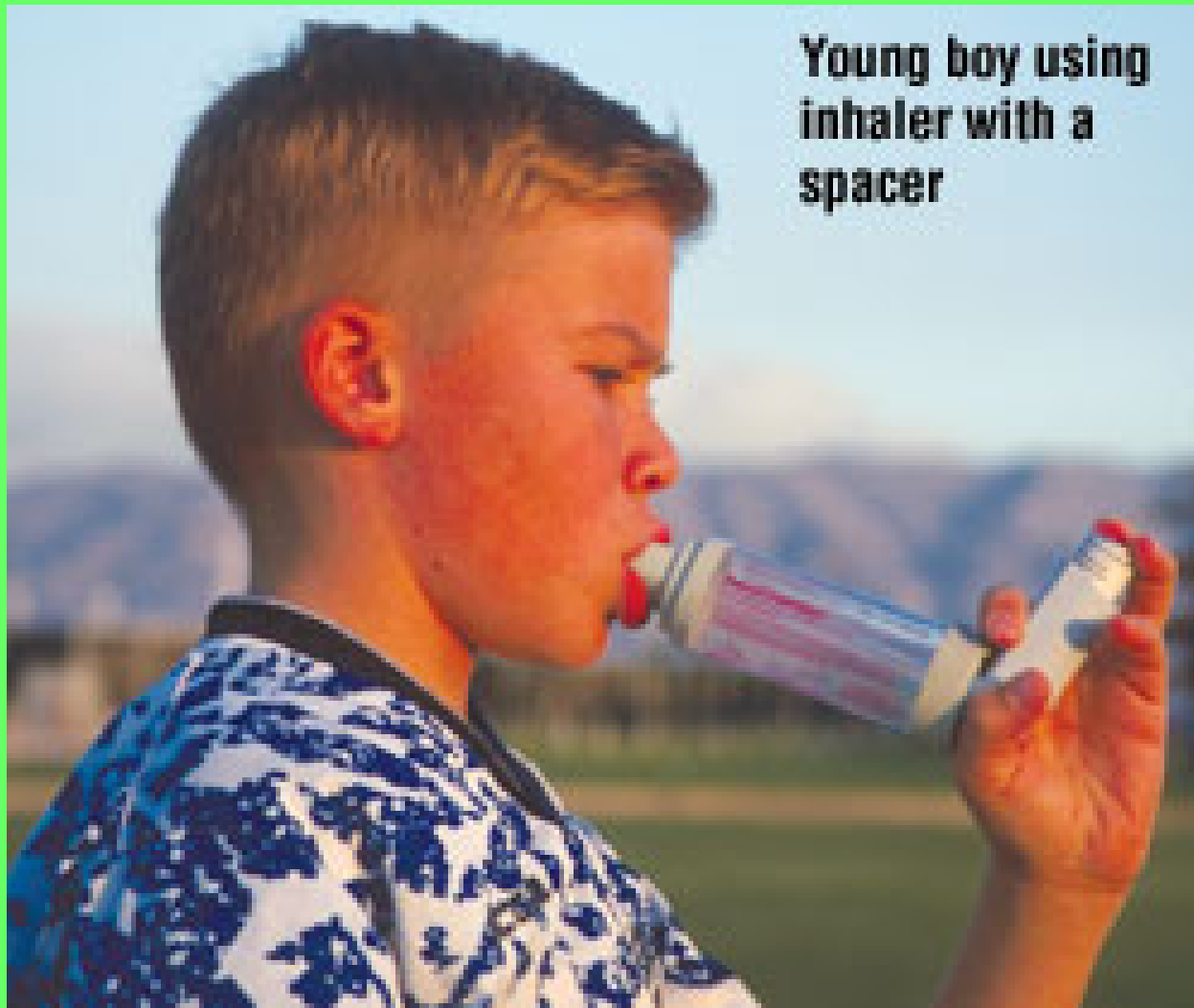
Source: Pacific Institute for Studies in Development, Environment and Security

Chronicle Graphic

# Cities at Risk: Air Pollution



# Cities at Risk: Public Health

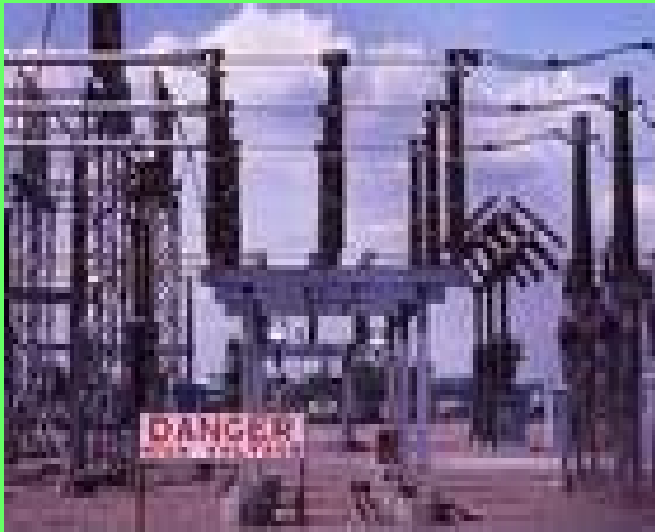


Young boy using  
inhaler with a  
spacer

# **Impacts to the Local Economy**

- **Winter 2006: \$110 million in damage to Marin County**
- **Air Pollution: \$3 billion/year to San Joaquin Valley**
- **Hurricane Katrina: \$200 billion and climbing**

# Cities are Part of the Problem



# We're # 1!



# Cities are Part of the Solution

## Solid Waste

Avoid it!!

Reduce, reuse, recycle, rot



## Energy Demand

Reduce it!!

Energy Efficiency, Turn it off



## Energy Production

Clean it!!

Renewables, clean fuels



## Transportation

Control it!!

Reduce traffic, green fleets



# **Integrated Approaches to Sustainable Development**

**Pretty much all CCP cities are taking an integrated approach:**

- Environment – cutting pollution**
- Economy – saving money**
- Social – public outreach / building local institutions**

# **Integrated Planning: Marin County, CA**

- **General Plan Update – Sustainable Development as over-arching theme**
- **Extensive public input process**
- **Complete integration of climate protection program**
- **Internal reporting on sustainability metrics**

# **A Social/Energy Nexus: Chicago**

- **Key Motivator: 1995 heatwave**
- **Goals: reduce urban heat island, increase electric reliability**
- **An integrated approach:**
  - UHI ordinances**
  - EE purchasing**
  - Distributed generation**
  - Early emergency response**

# **Our Host City: Denver's GreenFleet**

- **Challenge: poor air quality and a huge fleet**
- **Thought of everything they could possibly do and put it into one ordinance:**
  - downsize**
  - purchase efficiency**
  - switch to cleaner fuels**

# **Economic Justice and Climate Protection: Portland**

- **Motivator: Increase disposable income in low income neighborhoods**
- **Motivator: Reduce GHG emissions**
- **Weatherization of apartment buildings**
- **A job creation tool!**

# **Make it Performance-based**

- **Rule #1: Anything can be measured**
- **Rule #2: Once it is measured, it can be tracked and compared**
- **Rule #3: EPA needs to invest in tools**

# **Performance-based Analysis Works: Santa Monica's Big Blue Bus**

- **Part of the City's Sustainability Plan**
- **Target set for bus ridership**
- **Interim review shows poor performance**
- **Major investment**
- **Target exceeded!**

# **Climate Protection and Sustainability**

- **Improved air quality**
- **Improved public health**
- **Reduced traffic congestion**
- **Local economic development**
- **Improved quality of life**
- **Improvement in water quantity and quality**
- **Enhanced livability**

# **Quantified Results**

(thanks to EPA!)

**Together, CCP local governments  
annually reduce:**

- **23 million tons of GHG emissions**
- **43,000 tons of local air pollution**
- **\$535 million in energy and fuel costs**

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