



**City of San Diego  
Environmental  
Services  
Department:**

***Focusing on  
Sustainability***



# What is Sustainable Development?

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**“Taking actions  
as if the  
future matters.”**

# TOOLS

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**“Asset Mapping”** and the **“Triple Bottom Line”** are tools to build more sustainable practices

# Biosphere 2

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# SAN DIEGO, CALIFORNIA

- Eighth largest city in the USA
- Population: 1,255,240
- Area: 342 square miles
- 52 miles long from north to south



# PURPOSE OF INDICATORS

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- Enlighten elected officials
- Engage the public in a process to determine how to measure success
- Create measures that are clear and can be tracked

*“What gets measured gets done.”*

# Indicators and Public Surveys

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- ENGAGE the community in a process to identify meaningful indicators - 2 years of public forums
- DETERMINE what the community's broader set of values are nearly 3,000 have taken the public survey
- Create "TEACHABLE MOMENTS" to compare perception with reality

# TWO PUBLIC SURVEYS

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## 2003 and 2005

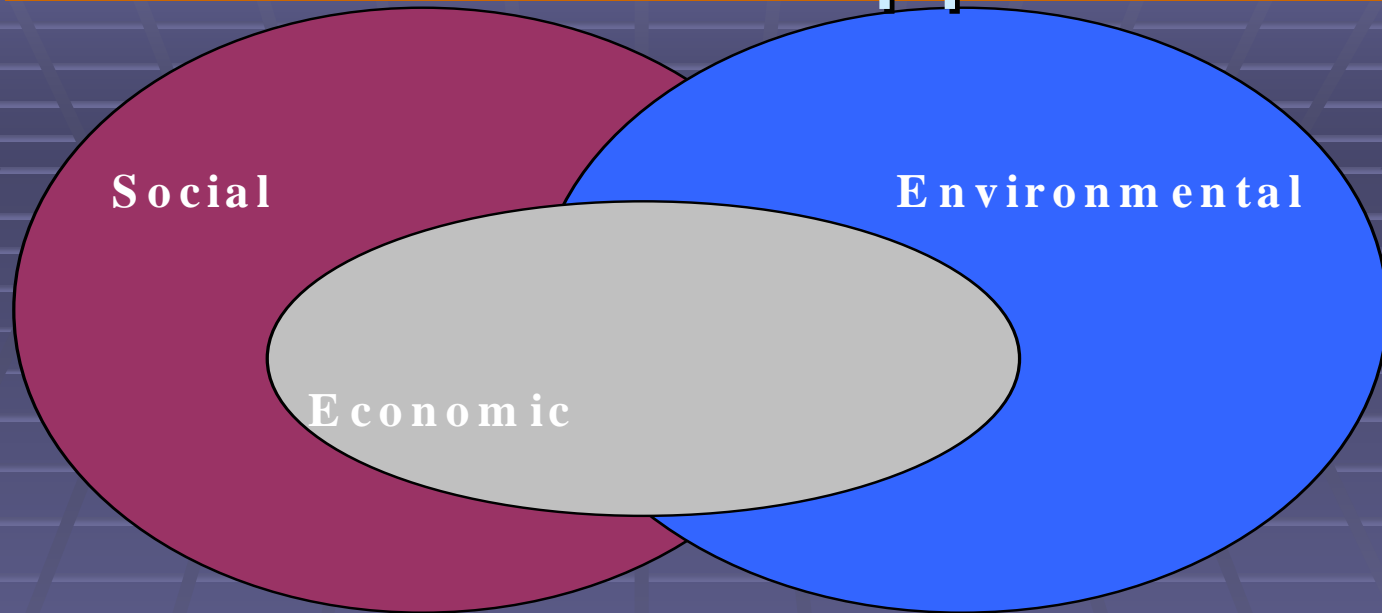
- 2003 focus:
  - What are the Important Quality of Life Topics for the City of San Diego?
  - What is the Level of Satisfaction Living in the City of San Diego?
  - What is the Perceived Change in Quality of Life in the past 5 years?
- 2005 focus:
  - What do you Value?
  - What Actions do you take to Support your Values?

# RESULTS

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- If you ask for information, people are more likely to listen
- Perceptions are more powerful than facts, perhaps because they are more self-serving
- Values are not often supported by actions
- We have a lot of work to do!

# What is the TBL Approach?



Triple bottom line (TBL) refers to a balanced approach for evaluating how public and private policy choices impact economic prosperity, environmental quality and social well-being. A sustainable city seeks to maximize each of these considerations without disproportionate costs in any one area.

# Summary of Costs & Potential Benefits

## TBL Analysis for San Diego

	Costs <u>pcpyr</u>	Total costs	Potential Benefits
<u>Air Pollution</u>	\$4,803 pcpyr	\$576 million	
<u>Imported Energy</u>	\$1,198 pcpyr	\$1.5 billion	
<u>Heat Islands and Trees</u>	\$1,000 per home	\$500,000	\$1.50 per \$1 of investment (Trees)
<u>Wetlands</u>			\$10,000/ acre

# Agriculture and Tourism

- San Diego County Ranks as the 20<sup>th</sup> largest agriculture producer in the nation
- In 2005, total revenue from visitors was nearly \$6 billion
- (yes, that's BILLION)



# Technology Innovations and Energy Resources

- Environmental Management System
- Alternative Fuel and Alternative Vehicles
- Energy Conservation
- Alternative Energy



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**Cost :**  
**Benefit**



One time implementation costs:

**\$220,000**

On-going (annual) cost savings:

**\$2,162,000**

Benefits to the Environmental and  
Employee Moral

***Priceless***

# Energy Efficiency

Reduced Energy  
Use From 22 KW  
per SF per year  
to 8.6 KW per SF

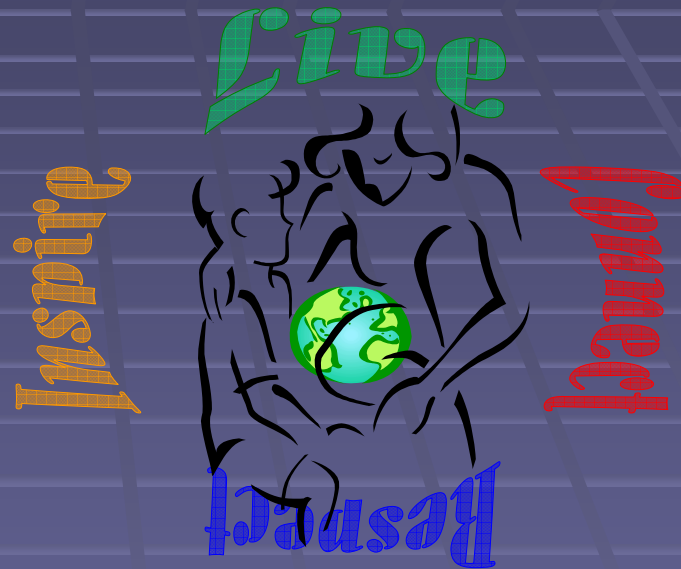


Reduction 930,953 KW hours/year  
Emission Reduction/year 353 tons CO2  
Equivalent (per ICLEI)

# FOR MORE INFORMATION...

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San Diego's  
Sustainable  
Community  
Program



<http://www.sandiego.gov/environmental-services/sustainable/index.shtml>