



**developing a green  
rating for your city**

sustainable communities  
march 10 2009  
dallas tx

# green rating motivators

- evaluate alternatives
  - efficiency and effectiveness
  - minimization of liability
  - customer satisfaction
- benchmarking/continual process improvement
- third-party reporting requirements
  - funding
  - regulatory
  - voluntary
- marketing/communicating organizational story
  - political competition to be the “greenest city”
  - anticipate/prevent negative publicity
- Shared global goals
- Others



# green rating topics

- Air Quality
  - Climate Change
  - Green Fleets
  - Energy
- Community Gardens
- Green Buildings
  - Green/cool roofs
  - Efficiency
  - Water Quality
- Recycling
  - Composting
  - E-Waste
- Resource Use
  - Plastic Bags
  - Plastic Bottles
  - Landfill Space
  - Brownfield Reclamation
- Transportation
  - Mass Transit
  - TOD
- Water Quality
  - Conservation
  - Stormwater Mitigation
- Others



# green rating types

- voluntary membership (comprehensive)
  - ICLEI-Local Governments for Sustainability (STAR communities)
- voluntary membership (issue specific)
  - U.S. Green Building Council (LEED)
- third party survey/evaluation
  - SustainLane
  - National Geographic





**charting a clear path for sustainability &  
livable communities for all**

# founding partners

- collaboration among:
  - ICLEI
  - U.S. Green Building Council
  - Center for American Progress
- inspired by the success of LEED
- ICLEI administers program



**STAR**  
COMMUNITY INDEX



# sponsors

gold \$ 75,000

US Green Building  
Council

Johnson Foundation

silver \$ 50,000

City of Seattle

bronze \$ 25,000

American Institute of Architects

City of Chicago

City of Dallas

City of Portland

National League of Cities

U.S. Environmental Protection  
Agency

Westchester County



# overview



- improve sustainability and livability of U.S. communities
- chart clear path for meaningful actions
- standard to measure/validate achievements and recognize opportunities to improve





# definition

- provide all citizens with equal and high quality opportunities to live, learn, work and play
- protect and restore the environment, and celebrate the services that nature provides
- healthy, safe, affordable and inclusive

*meet the needs of the present without compromising the ability of future generations to meet their own needs*

*--Brundtland Commission*





- goals, policies and practices
  - operations
  - services
  - areas of influence

- flexibility to address differences
  - size and capacity
  - local or regional priorities



# audience



- elected officials/local government staff

- strategic planning tool to improve decision-making
- enhance accountability to citizens
- local jurisdictions will apply to become a STAR Community



# rating system



- national voluntary, consensus-based rating system
- standard goals and performance measures
- benchmark performance
- validate achievement and recognize progress over time
- allows for comparison



# criteria



- leadership
- ensure scientific validity and technical rigor
- cost effective to implement and validate performance - based on triple bottom line
- balance cost and rigor



# criteria



- flexible: accommodate existing municipal programs
- inclusive: encourage participation from small and large communities
- addresses regional conditions
- weight importance of issue
- educate and facilitate information sharing





**STAKEHOLDER ENGAGEMENT**



**steering committee**



**technical advisory committees**



**corresponding committees**



**public comment**

# steering committee

## *local government members - cities*

Albuquerque, NM

Asheville, NC

Austin, TX

Boston, MA

Boulder, CO

Chattanooga, TN

Chicago, IL

Cleveland, OH

Dallas, TX

Denver, CO

Fayetteville, AR

Franklin, TN

Kansas City, MO

New York, NY

Oakland, CA

Olympia, WA

Portland, OR

Racine, WI

Santa Monica, CA

Seattle, WA

St. Louis, MO

St. Petersburg, FL

Washington, DC



# steering committee

## *local government members - counties*

Arlington County

King County, WA

Marin County, CA

Miami-Dade County, FL

Sarasota County, FL

Westchester County, NY



# steering committee

## *federal agencies & associations*

Centers for Disease Control & Prevention

U.S. Environmental Protection Agency

American Institute of Architects

American Planning Association

Enterprise Community Partners

Florida Green Building Coalition

Green for All

International City/County Managers Association

Local Government Commission

National Association of Counties

Natural Resources Defense Council

Urban Land Institute



# steering committee

## *executive committee*

Sadhu Johnston, *Chair*

Chief Environmental Officer, Chicago, IL

Shannon Parry, *Vice-Chair*

Sustainable City Coordinator, Santa Monica, CA

Ken Rosenfeld, *Treasurer*

Policy Director, National League of Cities

John Coleman, *Governance Officer*

Sustainability Officer, Fayetteville, AR

Bracken Hendricks, Senior Fellow

Center for American Progress

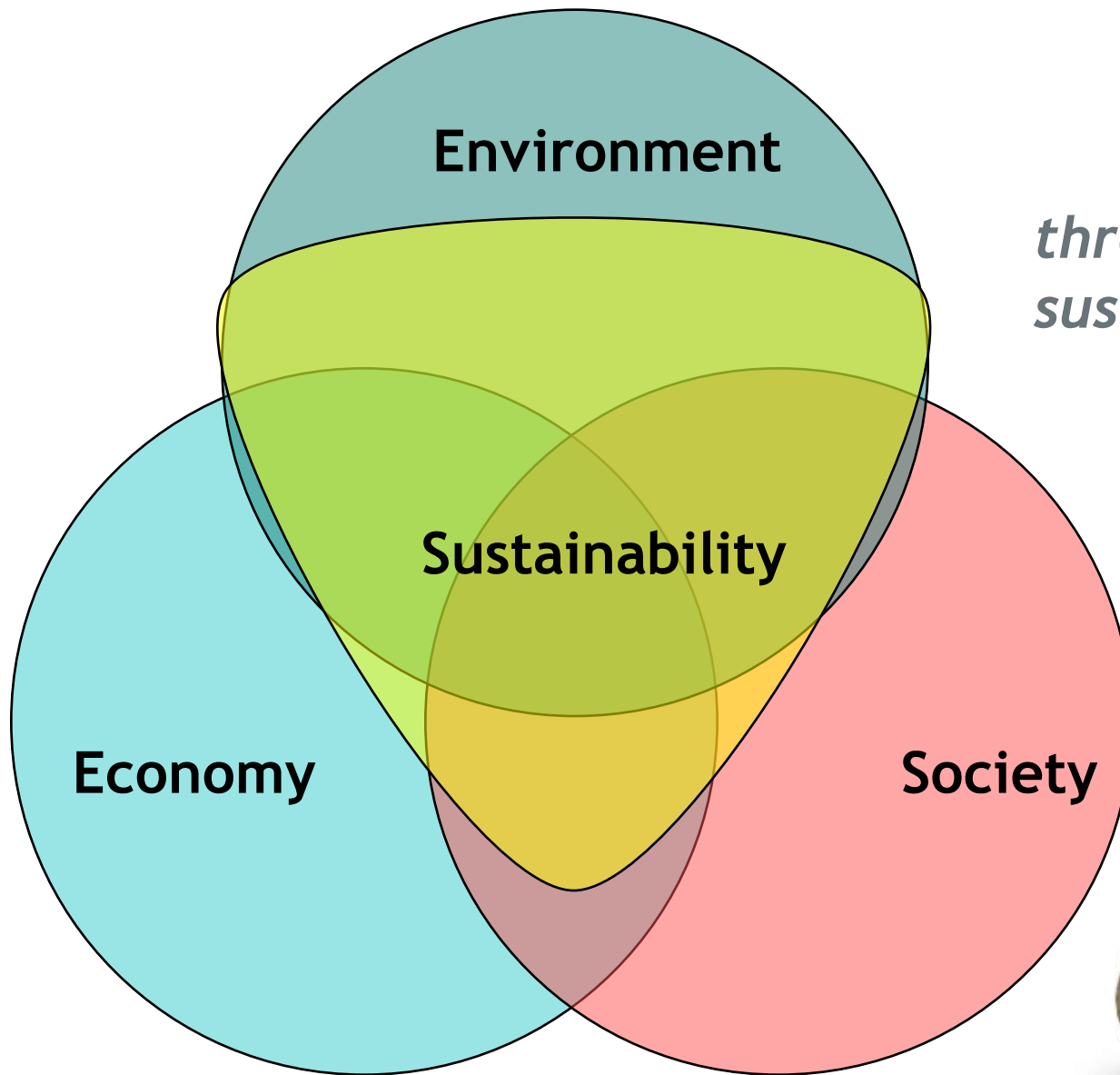
Lynne Barker

Program Director, ICLEI

Jason Hartke, Director Advocacy & Public  
Policy, US Green Building Council



priorities



*three pillars of sustainability*



# technical advisory committees

## Environment

Natural Systems  
Planning & Design  
Energy & Climate

## Economy

Economic Development  
Employment & Workforce Training

## Society

Education, Arts & Community  
Health & Safety  
Affordability & Social Equity

- collaborate with peer experts, staff and steering committee to develop goals and measures for STAR Community Index

- organized according to the eight critical issue categories that are also being used to develop goals and measures



# technical advisory committees

## *environment*

- natural systems  
*(ecosystems, habitat, water, stormwater, air quality, waste & resource conservation)*
- planning & design  
*(land use, transportation & mobility, parks, open space, recreation)*
- energy & climate  
*(energy, emissions, renewable energy, green building)*



# technical advisory committees

## *economy*

- economic development  
*(clean technologies and green job creation, local commerce, tourism, and local food system)*
- employment & workforce training  
*(green job training, employment and workforce wages, youth skills)*



# technical advisory committees

## *society*

- education, arts & community  
*(education excellence, arts and culture, civic engagement)*
- children, health & safety  
*(community health and wellness, access to health care, public safety)*
- affordability & social equity  
*(affordable & workforce housing, poverty, human services, race and social equity)*



# retreat goals

## *LEED Model*

*Credit: What is the issue?*

*Intent: What are we trying to achieve?*

*Requirement: What is the performance measure to validate achievement?*

*Standard & Resources: Existing “Best-in-Class” standards, or resources for strategies and best practices.*

- build collaborative relationships
- identify priorities that will comprise the STAR system - “credits”
- discuss the intent of credits, or what we hope to achieve
- committee business



# development schedule

planning, engagement, capacity building	jun - dec 2008
program development	jan 2009 - oct 2010
develop tools & resources	jan - oct 2010
target launch date	nov 2010



# estimated budget

2008: planning, engagement, capacity building	\$ 214,000
2009: program development	\$ 1,370,000
2010: program development; tools & resources	\$ 3,022,000
total	\$ 4,506,000



# sponsorship

platinum (partner & corporate)	\$ 100,000
gold	\$ 75,000
silver ( <i>targeting counties &amp; large cities</i> )	\$ 50,000
bronze ( <i>targeting counties &amp; small cities</i> )	\$ 25,000



# sponsorship benefits



- education and training to establish staff expertise
- access to tools and technical resources
- program registration
- technical support to assist with implementation
- recognition in program materials



contact:

Lynne Barker, STAR Program Director

[lynne.barker@iclei.org](mailto:lynne.barker@iclei.org)

(206) 910-8800

[www.iclei-usa.org/star](http://www.iclei-usa.org/star)



 **Local Action Moves the World**

