

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

**AGENDA TITLE:** Sustainability Strategy Update  
**DEPARTMENT:** Planning and Development Services  
**PRESENTED BY:** Juniper Nammi, Associate Planner, Green Team Co-Project Manger  
Miranda Redinger, Associate Planner, Green Team Co-Project Manger

**ISSUE STATEMENT:**

City Council adopted the Shoreline Environmental Sustainability Strategy in July 2008. Since adoption, a significant proportion of the strategies and recommendations were initiated, are ongoing, or has been completed. This work is accomplished through the efforts of the interdepartmental Green Team, or as separate projects with existing staff and resources.

The last update to Council on sustainability and Green Team efforts was June 1, 2009. Tonight's study session will be Council's update on the City's progress towards *Creating an Environmentally Sustainable Community*. This report and the staff presentation to Council will highlight the Green Team work as well as individual projects and document updates that have sustainability elements.

**FINANCIAL IMPACT:**

The Green Team has a \$300 line item in the 2011 budget to cover programmatic expenses. The work of implementing the Sustainability Strategy is being accomplished by existing staff and resources. In the future, if specific projects or recommendations require additional funding, sources such as grants or partnerships with outside organizations will be sought.

**RECOMMENDATION**

This item is before the Council for information only and no action is required at this time. This memo and presentation are informational only.

Approved By: City Manager  City Attorney \_\_\_\_\_

## **BACKGROUND**

City Council first adopted "Create an Environmentally Sustainable Community" as one of the 2007-08 goals. This goal aimed:

*To provide management and stewardship of natural resources and environmental assets such that their value is preserved, restored, and enhanced for the present and future generations; and such actions complement community efforts to foster economic and social health.*

The first step to implementing the Shoreline Environmental Sustainability Strategy was establishing a permanent, interdepartmental Green Team to coordinate work on the strategy recommendations and sustainability efforts in general. Since January 2009, this interdepartmental team has met once monthly and work is carried out between meetings by existing staff throughout all City Departments.

## **DISCUSSION**

The adopted Environmental Sustainability Strategy includes fifty specific recommendations and there are many more opportunities that will support the City's goal of becoming an environmentally sustainable community. Sixteen of the fifty recommendations were identified as priorities primarily because they were important initial steps.

At this point, 76% of these recommendations are initiated, underway/ongoing, or completed. Four were tabled due to current financial or feasibility constraints. Eight remain for future consideration. Beyond the specific recommendations, numerous other projects and programs are underway that further the mission of the Environmental Sustainability Strategy.

This report and the staff presentation highlight the City's work since June 2009 implementing the Environmental Sustainability Strategy. Please note this is just a selection of projects that contribute to environmental sustainability.

### **Green Team progress and work plan:**

*Note: See **Attachment A** for 2011 Work Plan*

1. **Environmentally Preferred Purchasing Policy** - The Green Team continues to build on the Environmentally Preferred Purchasing policy framework adopted by the Leadership Team in 2009. The Green Team in partnership with the Finance Department is in the process of drafting the specific policy standards and details for areas such as office supplies, janitorial supplies, contractor and vendor services, and fleet vehicles. This project was temporarily delayed due to staffing turn over, but will be picked up again in early 2011.
2. **Indicator Baselines and Tracking System** – Over 30 potential indicators were identified during development of the Strategy. The Green Team has been working to select meaningful and easy to update measures of sustainability to be incorporated into a web-based reporting and tracking tool. Data for a few of these indicators is already being pursued. The Public Works Environmental Services Division staff has compiled a carbon inventory of both City operations and City-wide carbon emissions utilizing the ICLEI 5 Milestones for Climate Protection software. Data and results should be available in fall 2011. In addition, the Planning and Development Services Department staff obtained

Washington Department of Natural Resources grant funding to conduct an Urban Tree Canopy Analysis. This project was started this month and should be completed by April 2011.

Funding was secured, as part of Shoreline Energy Efficiency and Conservation Block Grant, for developing an indicator tracking system for gathering and reporting measurements. A Request for Qualifications will be sent out in the near future soliciting consultant services for this project. The current timeline estimates that this project will be up and running by fall 2011.

3. **Forevergreen Logo and Communications Plan** – The Green Team developed a communications plan, logo and slogan (including standards for use) for the City's sustainability efforts. These tools will enable the City to effectively and consistently communicate about projects, programs and planning efforts that further our efforts to create an environmentally sustainable community. The Forevergreen Logo Use Guidelines are included as **Attachment B** for reference.



4. **Integrate Sustainability into Office Policies and Procedures** - Recommendation #3 of the Sustainability Strategy directs staff to: "Create standard office procedures, training and department expectations that support sustainability goals; then measure, reward and promote individual and departmental achievement of these goals." The Green Team solicited input from the entire staff. The ideas and recommendations were researched, prioritized and approved by the Leadership Team as City-wide guidelines.

Implementation of a majority of the policies and procedures was enabled by moving into the LEED Gold City Hall. The Green Team is now working with Human Resources to determine how sustainability can be incorporated into the Employee Handbook and possibilities for future City-wide employee training.

5. **Integrate Sustainability into Decision-making Processes** - Environmental sustainability is impacted and shaped by everything we do as a City and as individuals. The environmental impacts should be considered in all aspects of City decision-making processes, but the tools we employ should be easy to use, meaningful, and not too costly or time-consuming.

The Green Team developed a policy framework for integrating environmental sustainability into the City's decision making processes (see **Attachment C**). This framework was adopted by the Leadership Team in early February 2011.

As a first step to integrating sustainability into City decision-making processes, the Green Team recommended the incorporation of environmental sustainability into the City's Values statement.

- **Sustainability:** Exemplify and encourage sustainable practices in our operations and our community.

This value was recently approved by the Leadership Team and will soon be added to the City's values statement.

The next step in incorporating environmental sustainability into the City's decision-making process is to integrate these considerations into the City's Comprehensive Plan and Master Plans, from which the Capital Improvement Plan is developed and other policies, work plans and processes are developed.

6. **Green Building Program** – The City of Shoreline is working on a Green Building Program with multiple components. The initial component of this program is outreach and education. The Environmental Services division has developed and launched a variety of educational resources, tours, workshops and other outreach tools to develop awareness and understanding about what green building entails. Second, the Planning and Development Services Department is working to identify opportunities for encouraging, facilitating, and (where appropriate) requiring green building techniques. Staff is in the early stage of planning and will be working through ideas and opportunities with City leadership in 2011.

### **City Projects and Planning that Achieve Sustainability Goals**

1. **Green Streets** – Green and complete streets aim to enable safe access for pedestrians, bicyclists, and motorists of all ages and abilities; provide natural drainage solutions for environmentally friendly stormwater management; and enhance the natural habitat and human community through the use of low impact development strategies.

The City's first demonstration Green Street on 17<sup>th</sup> Ave NE was completed in 2010. This project contributes to the City's green infrastructure, improved ecosystem stewardship through creation of habitat and natural stormwater treatment, as well as reducing carbon emissions through improving the safety and desirability of alternatives to driving. This demonstration project will help to guide future green street and green infrastructure projects throughout the City.

2. **Aurora Corridor 2<sup>nd</sup> mile** – The Aurora Corridor project, currently under construction, contributes to environmental sustainability in two key ways. First, the improvement of pedestrian facilities throughout the corridor makes walking a safer and more inviting option, which will remove significant barriers that have existed for walkability in the core of Shoreline. This pedestrian system will provide a backbone from which a safe, connected walking and biking network can be built. Second, the Silva Cell and stormwater treatment technology being installed are innovative green infrastructure tools that will facilitate healthier, longer lived trees, cleaner runoff from the street and a beautifully landscaped corridor that will provide both human enjoyment and wildlife habitat.
3. **Tree Code Update** - At the direction of City Council, staff started working to update the tree regulations in January 2009 to address a number of issues related to equity, clarity and flexibility.

The Shoreline Environmental Sustainability Strategy identifies the objective to "Prevent Tree Canopy Loss & Increase Forest Health City-wide." One stated recommendation to help accomplish this Ecosystem Management and Stewardship objective is to "develop a system to track effectiveness of tree ordinance and modify requirements as needed."

The Planning Commission identified the purpose of the draft tree code.

*Allow development while conserving trees which will:*

- *Promote the city's identity with trees and screening between development,*
- *Improve rain water absorption and erosion control,*
- *Provide wind protection,*
- *Support healthy tree management,*
- *Provide plant diversity and wildlife habitat,*
- *Improve air quality and reduce greenhouse gas emissions, and*
- *Improve tree canopy city-wide,*
- *Provide flexibility to allow development, solar access, and tree protection.*

The draft tree code is currently on hold until further direction from Planning Commission and City Council.

- 4. Engineering Development Guide** – Public Works and Planning staff have been working long and hard to update the City's Engineering Development Guide to reflect the 2009 changes to stormwater regulations and new developments in the field of green and complete streets. This guide should be completed in 2011.
- 5. Plan updates that include sustainability components** – Most of the City's guiding documents are schedule for update. These include:
  - Comprehensive Plan (update starting 2011),
  - Transportation Master Plan (update currently underway),
  - Surface Water Master Plan (2011 work plan),
  - Parks, Rec., & Open Space Master Plan (currently underway), and
  - Town Center Subarea Plan (scheduled completion 2011).

Updating these guiding documents is a critical step to integrating sustainability into the City's decision-making processes. These plans direct the development of projects, programs and regulations. If environmental considerations are included at this conceptual level, final outcomes are more likely to be sustainable.

Environmental sustainability strategies and recommendations that are being considered for incorporation into these documents include:

- Develop bicycle and pedestrian plans that identify cohesive networks which connect major destinations;
- Provide a stronger link between transportation planning and the land use element of the comprehensive plan;
- Plan for near-term and long-term priorities for transportation system improvements to guide advocacy, intergovernmental coordination and advance planning;
- Include a focus on transit-oriented development and transit supportive neighborhoods to create nodes that can support transit use;

- Identify underutilized park lands, rights-of-way, and other City property and use for habitat improvements, natural stormwater treatment, and other compatible purposes;
- Consider development of a Natural Resource and Habitat Action Plan and prioritize urban forest and habitat health improvement through partnerships and volunteer programs.

This is just a partial list of the ideas and opportunities for incorporating sustainability into the City's Master Plans, which will set the stage for the future of Shoreline as an environmentally sustainable community.

### **SUMMARY**

The City of Shoreline has taken an innovative, decentralized approach to implementing the Environmental Sustainability Strategy since its adoption in 2008. Through the combination of an interdepartmental team that coordinates City-wide policy development and implementation as well as through individual projects, programs, and regulatory changes, significant progress has been made towards implementation of this strategy.

We are still a long way from true environmental sustainability; however, the tools and policies that will take us there are being created and implemented at a manageable pace. This approach allows the work of transforming Shoreline into a sustainable community to occur at all levels and in all departments of the City, and maximizes the amount of work that can be accomplished with existing staff levels and resources.

### **RECOMMENDATION**

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### **ATTACHMENTS**

- Attachment A – Green Team 2011 Annual Work Plan
- Attachment B – Forevergreen Logo Use Guidelines
- Attachment C – Integrating Environmental Sustainability into the City's Decision-Making Process: Policy Framework

## GREEN TEAM - 2011 Annual Work Plan

Updated 02/08/11

[illegible]**Next Milestones:**

1. **Work Plan, CIP decision-making tools and Logo guidelines approved by LT for implementation**
2. **Publish Request for Proposal for Indicators system.**
3. **Draft policies for Environmentally Preferred Purchasing**
4. **Action Plan for Green Building Program**
5. **Green outreach and updates to Council and Public**

**Estimated City Council Agenda Dates:** Feburary Strategy Implementation update

**Note:** The Council and Leadership Team dates indicated above assume best case scenario for project schedule. These dates will be adjusted in future documents to reflect current progress as more information is known.

☺	Project/Task Complete/Deadline
#	Scheduled for Green Team, meeting agenda
X	Leadership Team review of proposals and projects
+	City Council briefing, discussion, direction
*	City Council Action

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# Forevergreen Logo Use Guidelines

If project, programs, or operations fit into the guidelines listed below, no approval is needed from the Green Team to use this logo unless specifically stated below. If a question arises about the appropriateness of the logo's use, it should be directed to the Green Team for consideration.

## Appropriate City Uses for Forevergreen logo

- Printed materials dealing w/ "green projects" (see below for thresholds)
  - Educational signage- ex. Cromwell Park, Green Streets
    - \*This could also include trails or other projects related to "healthy city" initiatives
  - Handouts and brochures- ex. Green building program, LID, Sustainability brochure
  - Environmental mini-grant projects
  - Invitations for public meetings or workshops- ex. Green Streets
- City property
  - Building plaques that denote green features
  - Fleet vehicles (see below for thresholds)
- In City publications to brand "green projects"
  - Currents
  - Website- as a button that hyperlinks from relevant project pages to the Sustainability Page and vice versa
- To promote sustainability initiatives of partner organizations, such as CleanScapes waste reduction program or utility conservation measures

## Thresholds

**Green Projects** must demonstrate principles of at least one of the focus areas:

- Encourage Energy Conservation and Carbon Reduction
- Incorporate Sustainable Development and Green Infrastructure
- Promote Waste Reduction and Resource Conservation
- Demonstrate Ecosystem Management and Stewardship

## **Fleet vehicles**

- Powered by alternative fuels; or
- Rated by EPA for 45mpg or higher; or
- Parks vehicles/equipment that are more "green" than standard or previous version or that perform a function related to improving water quality, etc. (e.g. street sweeper, chip truck).  
Add explanation on webpage/in Currents/wording under logo of WHY it is green.  
Communications sub-committee would like to meet with Parks/Facilities folks to discuss specifics before logos are added.

## Potential Future Uses:

- Green Building subcommittee will make recommendation for criteria to use Forevergreen logo on private building projects.

# **INTEGRATING ENVIRONMENTAL SUSTAINABILITY INTO THE CITY'S DECISION-MAKING PROCESS**

## **Policy Framework**

With adoption of the Environmental Sustainability Strategy (Strategy), the City has committed to integrating environmental sustainability into City operations and policy development. Sustainability should not be viewed as just another program in the City, but as a central part of the City's mission. Recommendation number one of the Strategy is to integrate sustainability into the City's decision-making process. The Green Team has already started this process by creating an environmentally preferred purchasing policy and environmentally sustainable office procedures and policies.

The purpose of this policy is to develop a means of integrating sustainability into the City's decision-making process, particularly as it relates to planning and capital projects.

### **ORGANIZATIONAL VALUES**

Integrating sustainability into the City's decision-making process means making it a part of the City's core values. The following was added to the City's Organizational Values in January 2011:

**Sustainability:** Exemplify and encourage sustainable practices in our operations and our community.

All employees need to understand that sustainability is not just another program, but is a central part of the City's mission. The City will continue to emphasize the importance of environmental sustainability in policy development and program analysis, across all departments.

### **CAPITAL PROJECTS**

City policy decisions that have some of the largest impacts on the environment are those pertaining to how the City plans, constructs and operates its infrastructure. From its roads and pedestrian pathways to its stormwater management systems, from its parks and open spaces to its facilities, how the City designs and manages its capital projects has a huge impact on the surrounding environment. Ensuring that environmental sustainability is adequately integrated into the City's capital projects, the City must first look at how capital projects are developed.

### **Comprehensive Plan**

The first step in developing the City's Capital Improvement Plan (CIP) is to look at the Comprehensive Plan to better understand the City's vision and values as

they pertain to future development. The goals and policies included in the Comprehensive Plan provide a basis for the City's regulations and guide future decision making. The Comprehensive Plan is the foundation on which the City's different master plans are built. It is from the City's different master plans that the City's Capital Improvement Plan is developed. In order for sustainability to be integrated into the City's capital projects, it must first be integrated into the Comprehensive Plan and the different master plans. As the Comprehensive Plan is updated over the next few years, sustainability will be incorporated into its goals and policies. In addition, a new section to the Comprehensive Plan focusing specifically on the natural environment should be added.

### **Master Plans**

Projects in the CIP evolve from the City's Master Plans. Therefore, the long-term impacts on the natural and human environments must be considered when updating the Transportation Master Plan, the Surface Water Master Plan and the Parks, Recreation and Open Space Plan.

Sustainability will be integrated into the City's three master plans by developing a set of environmental sustainability guiding principles or developing sections that specifically deal with how the plan addresses sustainability. The objectives and related recommendations found in the different focus areas of the Strategy should be used as a guide.

Below is an example of how a set of guiding principles may look for the updated Transportation Master Plan.

#### Transportation Master Plan Sustainability Guiding Principles:

The following sustainability guiding principles will provide the basis upon which present and future transportation issues will be evaluated and decisions made in Shoreline:

- Advance policies encouraging developments that are oriented toward transit or non-motorized transportation.
- Require major street reconstruction to accommodate all means of transportation –transit, bicycles, pedestrians and automobiles.
- Design a transportation system that moves people, not just automobiles by providing quality pedestrian and bicycle accommodations and multiple transit options.
- Lead the region in promoting environmentally friendly transportation policies.
- Minimize the impact of various transportation modes on the environment.
- Encourage transportation technologies and behaviors that reduce energy consumption and air emissions.
- Minimize impacts of surface water runoff from transportation facilities.

PADS, PRCS and Public Works staff will incorporate environmental sustainability guiding principles or sections in the updated Surface Water Master Plan, Transportation Master Plan and Parks, Recreation and Open Space Master Plan. The guiding principles or sections will draw together the sustainable aspects of the plans that the City has already incorporated or plans on incorporating, and then look for other areas that could use more focus.

### **Capital Improvement Plan**

Trying to balance competing interests for a limited pool of resources is already a difficult process without adding a sustainability factor into the mix. This policy will make that process easier by providing guidelines for what is expected.

It is not the intent of this policy to elevate certain projects over others based solely on the project's environmental sustainability. Sustainability is just one more factor to consider. Costs and community needs are still important to any CIP decision-making. The goal is to ensure environmental sustainability is considered in the development of every capital project, whether or not environmentally sustainable techniques or technologies are included in the final project.

#### CIP Guidelines

The long-term impacts on the natural and human environments must be considered. The Green Team will work with the CIP Coordination Team to incorporate environmental sustainability into the different sections of the CIP. Below are some examples of how that might be accomplished:

- **Capital Improvement Plan Policies**  
*Obtain a Minimum Level of Sustainability:* Projects should strive to meet a minimum level of environmental sustainability.
- **Capital Project Criteria**  
*Sustainability* - Projects should utilize or incorporate sustainable techniques or technologies into the project design and construction. However, environmental sustainability should not come at the expense of fiscal sustainability. Projects must find affordable ways to be environmentally sustainable or explain why it is not possible.
- **Individual Project Descriptions**  
*Clearly communicated* - Individual project descriptions will include easily identifiable symbols or explanations to represent the different focus areas of the sustainability strategy that pertain to capital improvements or a brief description of a practice, technique or technology that is used or a combination of the two. This is intended to aid decision-makers in understanding the environmentally sustainable aspects of a project.

### **Capital Project Sustainability Checklist**

As project managers develop a project checklist, they will be required to use a sustainability checklist, similar to the one attached as **Exhibit A**, as a way of keeping track of what aspects of their projects are environmentally sustainable. The checklist lists the different focus areas and objectives from the Strategy that might pertain to the project. The checklist would then be used to help draft the CIP description for the project and staff reports.

### **Staff Reports**

The final step in integrating sustainability into capital projects decision-making is to include a sustainability section in staff reports to Council. The sustainability section will explain what is sustainable about a project and its costs. If it is impossible to include sustainability techniques or technologies in a project, this section must explain why it is not possible and what, if anything, could be done differently in the future to change the outcome.

### **TIMELINE**

The first step in incorporating sustainability into the City's decision-making process is to make it part of the City's culture. The Green Team proposes incorporating sustainability into the City's organizational values by the end of January 2011.

Over the next few years, each of the master plans and the Comprehensive Plan will be updated. This creates a great opportunity to incorporate sustainability into each of the plans. Green Team members have already spoken with staff compiling the Parks, Recreation and Open Space Plan, the Transportation Master Plan and the Comprehensive Plan. For each plan, sustainability has already been identified as an issue to be addressed in the updates. By the time the Comprehensive Plan update is completed in 2014, sustainability will have been incorporated into each of the master plans.

During the 2010 CIP process, the CIP Coordination Team included a sustainability component in the white papers that were submitted for new projects. This was the first step in incorporating sustainability into the CIP process. The Green Team proposes incorporating the sustainability components included in this policy framework into the CIP over the next few years. Projects that will occur over the next two or three years will be addressed first, with longer-term projects addressed later on. A liaison from the Green Team will work with the CIP Coordination Team to incorporate the suggested changes into the CIP.

Finally, as sustainability is addressed in the project descriptions in the CIP, staff reports for capital projects will also begin to include a sustainability section.



# CAPITAL PROJECT SUSTAINABILITY CHECKLIST



Project Name

Date

Project Manager

Project Number GL

JL

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AREA

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## Sustainable Development & Green Infrastructure

### Objective 9

Improve Pedestrian Facility Network to Connect Destinations and Improve Safety

Yes No

☐ ☐

### Objective 10

Create Cohesive Bicycle Network for both Transportation and Recreation

☐ ☐

### Objective 11

Decrease Stormwater Impacts Through Use of Natural Drainage Techniques

☐ ☐

### Objective 12

Reduce Impervious Surfaces Citywide & in New Development

☐ ☐

Comments

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## Resource Conservation and Waste Reduction

### Objective 13

Reduce Solid Waste Land-Filled & Increase Recycling in City Operations

Yes No

☐ ☐

### Objective 14

Increase the Use of Healthy & Resource-Efficient Supplies in City Operations

☐ ☐

### Objective 16

Reduce Potable Water Use in City Park and Outdoor Operations

☐ ☐

Comments

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## Ecosystem Management & Stewardship

### Objective 18

Improve/Restore Critical Areas and Habitat

Yes No

☐ ☐

### Objective 20

Strategic Use of the ROW for Green Infrastructure

☐ ☐

### Objective 22

Improve Surface Water Quality

☐ ☐

Comments

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## Energy Conservation & Carbon Reduction

### Objective 3

Reduce Energy Consumption in City Facilities

Yes No

☐ ☐

### Objective 4

Increase Reliance on Green Power in City Facilities

☐ ☐

18

Comments