

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Adoption of the Proposed Shoreline Sustainability Strategy
DEPARTMENT: Planning and Development Services
PRESENTED BY: Juniper Nammi, Associate Planner, Project Manager
Joseph W. Tovar, FAICP, Director

PROBLEM/ISSUE STATEMENT:

The Proposed Shoreline Environmental Sustainability Strategy is now completed and ready to be considered for adoption by City Council. A year long collaborative process with engaged citizens, the interdepartmental staff team, and the AHBL/O'Brian and Company consultant team has generated a well thought out and thorough strategy document with which the City can proceed towards a more sustainable future.

Multiple community conversations, public comments, consultant recommendations and great ideas have been woven together into the strategic principles, recommendations and tools that make up this document. Following the April 14th public hearing on the proposed strategy, two discussion sessions were held by Council to review the public comment and suggested revisions and staff responses to comments. At the conclusion of the June 16th discussion, staff were asked to make a few final edits and to draft a conclusion to Chapter 4-Implementation. These edits are now completed and included as attachments to this report.

Tonight Council is asked to adopt the Shoreline Environmental Sustainability Strategy as edited. This completes the initial work under 2007-2008 Council Goal 6 to develop an environmental sustainability strategy and the first step towards the proposed 2008-2009 continuation of this Council Goal to implement this strategy and fully embark on the community's journey towards sustainability.

FINANCIAL IMPACT:

Implementation of this Strategy, if adopted, will have budget implications yet to be determined. Potential financial impacts would be determined through the regular project planning and budgeting processes.

RECOMMENDATION

I move that Council adopt the Shoreline Environmental Sustainability Strategy, June 4, 2008 version, with the proposed edits submitted for this meeting.

Approved By: City Manager RSO City Attorney ____

INTRODUCTION

Since July 2007, two interdepartmental City staff teams have worked together with AHBL and O'Brien and Company consultants to work on developing an overarching Environmental Sustainability Strategy. The Strategy is a key part in Goal 6 of the 2007-2008 Council Work Plan - "Create an Environmentally Sustainable Community." Adoption of the strategy is completion of this element of Goal 6 and the first step towards the proposed 2008-2009 continuation of this Council Goal.

DISCUSSION

With adoption of the Shoreline Environmental Sustainability Strategy, the City is committing to the mission statement and ten guiding principles.

The Strategy Mission Statement

The City of Shoreline will exemplify and encourage sustainable practices in our operations and in our community by:

- *Being stewards of our community's natural resources and environmental assets;*
- *Promoting development of a green infrastructure for the Shoreline community;*
- *Measurably reducing waste, energy and resource consumption, carbon emissions and the use of toxics in City operations; and*
- *Providing tools and leadership to empower our community to work towards sustainable goals in their businesses and households.*

The Ten Guiding Principles

1. Sustainability will be a Key Factor in Policy Development
2. Lead by Example and Learn from Others
3. Environmental Quality, Economic Vitality, Human Health and Social Benefit are Interrelated Systems
4. Community Education, Participation and Responsibility are Key Elements
5. Commitment to Continuous Improvement
6. Manage Expected Growth in a Sustainable Way
7. Address Impacts of Past Practices
8. Proactively Manage and Protect Ecosystems
9. Improve and Expand Waste Reduction and Resource Conservation Programs
10. Energy Solutions are Key to Reducing Our Carbon Footprint

To endeavor to accomplish this mission and guide city decision-making, policies, programs and regulations with these principles the City will utilize the tools and resources provided in this strategic document, but will make the best decisions with each step of the process. The 50 recommendations evaluated and discussed in the strategy are a starting place. This document is meant to serve as a resource and a guide in this process rather than an exact plan of action. Each year the Council will review progress and make adjustments to reflect changing circumstances. With adoption of the Strategy and additional guidance to be provided through the adoption of the 2008-2009 Council Goal to "Create an Environmentally Sustainable Community," Council will direct City staff to start implementation of this strategy with the 16 priority recommendations discussed in Chapter 4 of the Strategy.

RECOMMENDATION

I move that Council adopt the Shoreline Environmental Sustainability Strategy, June 4, 2008 version, with the proposed edits submitted for this meeting.

ATTACHMENTS:

- A. Revised pages of Proposed Shoreline Environmental Sustainability Strategy, June 4, 2008.



ATTACHMENT A:

Revised pages of PROPOSED Shoreline Sustainability
Strategy, June 4, 2008

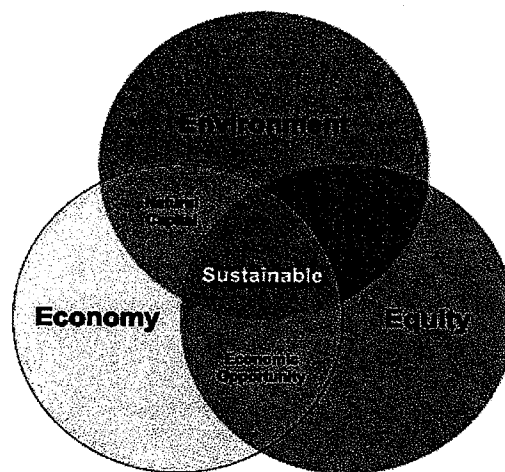
IN CLOSING...

It is important to note that the completion and adoption of this document do not mark an end to Shoreline's quest to become a sustainable community, but are only the beginning. The myriad of principles, focus areas, objectives, recommendations and indicators included herein will need to be examined in further detail as the City moves from the theory of a guiding document to the practice of implementing sustainability. Each year the Council will review progress and make adjustments to reflect changing circumstances and priorities.

The sixteen Priority Recommendations delineate a focus for initial efforts and represent the areas in which the City can most efficiently and effectively leverage its impact, influence and investment. They include convening a "Green Team" to work out the details of programs; establishing baselines and indicators to track progress; creating an environmental purchasing policy; instituting a residential green building program; revising zoning and engineering standards; implementing construction waste programs; and other ambitious goals, many of which are part of existing work programs.

The complete list of fifty recommendations can be examined more closely over time, as staff capacity increases and other resources become available through demonstrated proficiency and increased community participation. The Mission Statement and Guiding Principles set the tone and intent of the City's commitment to creating an "Environmentally Sustainable Community" and can inform the decision-making process as the paradigm changes and the market adapts. The main benefit of having a flexible strategy, rather than a static plan, is that this document can be updated as opportunities present themselves and new information and products become available.

The third Strategic Guidance Principle recognizes that environmental quality, economic vitality, human health and social benefit are interrelated. This builds on a widely understood concept of a "three-pronged bottom line (3E) approach", which suggests that Environment is only one aspect of a truly sustainable system, counterbalanced with (Social) Equity and Economy.



As demonstrated in the graphic above, the area where Environment and Equity overlap can be measured by the health of the community, both its people and ecosystems. Community health goes beyond individual human health to enhance the community's access to needed human services and provide that social needs are fairly met. The area where Environment and Economy intersect falls into the realm of natural capital, including green infrastructure. Natural capital includes the City's tree canopy because it accounts for the economic value of services provided by our urban forests, such as carbon sequestration and water quality that would otherwise need to be managed through City funding. The combination of Equity and Economy provides for economic opportunity. When economic benefit is pursued independently of social equity, environmental degradation, detriment to human health and social injustice are often the result.

IN CLOSING...

Only when all three principles are functioning in a productive manner can a system be sustainable in the broadest sense, indeed local government best serves its communities when it achieves synergy among the 3Es.

While the Sustainability Strategy focuses on the Environmental aspects, this does not imply that the other criteria are inconsequential or to be ignored. In fact, proposed City Council goals for 2009-2010 reflect this progressive and interconnected approach. The proposed goal to "develop a shared community vision that integrates the Environmental Sustainability, Comprehensive Housing and Economic Development Strategies into the Comprehensive Plan and community development initiatives" addresses all prongs of this 3E model. Such an overarching goal will emphasize the interdependence of these elements, and allow for prioritization of tracking indicators of community health, natural capital, and economic opportunity to gauge success.

Because this document is focusing on environmental aspects of sustainability, it is appropriate to bring the discussion full circle with a reminder that the Mission Statement lays a clear charge.

The City of Shoreline will exemplify and encourage sustainable practices in our operations and in our community by:

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- ***Providing tools and leadership to empower our community to work towards sustainable goals in their businesses and households.***

If the City's leaders, staff and the community as a whole commit to these principles and are willing to work together in order to achieve such goals, the legacy for future generations will be a truly sustainable community. One in which they will enjoy the same (or possibly better) resources and opportunities as those that live here today.

