

Sample Potential Recommendations for Community Input and Further Evaluation
Community Conversation #2 DRAFT

Note: **This is not an exhaustive or final list of recommendations.** The Consultant Team has developed this **brainstorm** list based on our initial analysis, City staff interviews and input received during Community Conversation #1. Below are 20 potential sustainability recommendations that we want your feedback on before we analyze them further. To understand community preferences and priorities, we will obtain community input on potential recommendations through a public involvement exercise during Community Conversation #2. Additional City input is also needed on these improvement ideas. The number assigned to each potential action is NOT a prioritization; it is simply for reference purposes.

#	POTENTIAL ACTION	NOTES
	<i>Natural and Built Environment</i>	
1	Prioritize and structure the development of the Green Streets program.	A demonstration project is needed, but emphasis should also be on planning and siting criteria and implementation strategies using an “opportunistic” approach that addresses site conditions, neighbor interest and budgets.
2	Revise zoning and engineering standards to provide guidance and incentives for LID and Green Building.	Many opportunities exist in this area and they will be detailed in consultant recommendations. These range from LID engineering details and specific standards to provide guidance, modifying how impervious surface coverage is calculated, and creating development flexibility and incentives for green building projects. In some circumstances, such as vulnerable drainage basins, LID requirements may also be appropriate.
3	Improve identification, mapping, designation, surfacing and signage of existing trails. Develop a plan for future trail expansion.	City has recently convened a trail user and planning group to identify and prioritize improvements. Specific priorities and locations should result from this effort. City should also focus on linking destinations with trails and treating them as part of the transportation system.
4	Expand and reorient the existing sidewalk improvement program to focus on linking destinations and connectivity.	Aurora corridor program will represent a major achievement. Existing focus on sidewalks near schools will result in benefits, but there is a recognized need to both broaden and reorient the program as budget constraints allow.

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5	Modify the stormwater utility fee to promote low impact development, calibrate for true system impact/cost and encourage natural drainage improvements.	This would require a fee study and is potentially a medium-term time frame action. Current residential fee is not calibrated for impact on the system and fee structure does not provide incentives for reducing run-off and improving water quality.
6	Prioritize and promote Green Building and LID Training for Select Staff (e.g. PADS, Grants & Engineers).	Emphasize training where it will do the most good. Promote education and change in the community and leverage greater support.
7	Identify underutilized park lands and use for habitat improvements, infiltration, water treatment and other compatible purposes.	Transform some underutilized grass areas into plant and wildlife habitat. Reduction in maintenance costs would partially offset cost of habitat improvements. Improvements at Cromwell Park provide an example. Areas at Hamlin Park, Ronald Bog and elsewhere could also be considered.
8	Prioritize forest health data collection and improvement projects and pursue partnerships to increase the acreage analyzed and enhanced.	Existing work with Seattle Urban Nature includes Shoreview, Boeing and South Woods parks. Cascade Land Conservancy is also a partner. Current program budget is \$50K. City should look at grants and volunteers to leverage greater support if possible.
	<i>Energy and Carbon</i>	
9	Collect baseline energy and carbon data using ICLEI Software.	The City joined the International Council for Local Environmental Initiatives (ICLEI), the international leader for municipal implementation of climate protection, to obtain climate protection inventory software and training. Shoreline staff has received an initial orientation to the software and expect to receive additional training in late 2007 or early 2008 to help define the inventory data for collection.

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10	Collect information and consider carbon and energy impacts in the development review process (e.g. through SEPA) and in future comprehensive planning processes using tools such as Planning for Energy, Environmental and Economic Sustainability (PLACE3s).	<p>The SEPA Checklist requires a project proponent to estimate the air emissions that will result from the project. King County asks project proponents to include greenhouse gas emissions in that estimate. See worksheet: http://www.metrokc.gov/permits/codes/pdf/Climatechangeimpactsworksheetaugust312007.pdf. For more information about using PLACE3S, see http://www.energy.ca.gov/places/index.html.</p>
11	Work with Seattle City Light and PSE to track Green Power as a percentage of total consumption and develop additional incentives to reduce energy consumption and promote alternative energy.	<p>Greater coordination with power utilities could be pursued. In addition, zoning and permitting incentives could specifically target energy efficient construction. Local non-profit groups, such as Shoreline Solar Project, should also be approached as partners.</p>
	<i>Waste Reduction and Resource Efficiency</i>	
12	Work with utilities to expand existing incentives and develop new incentives to reduce potable and irrigation water consumption.	<p>For example, not all utility districts in Shoreline bill based on consumption, so there is no financial incentive to conserve and not all utility districts actively promote conservation. Water district used to give out rain barrels at cost and such programs should be reinstated. Overall, more strategic direction and expansion of water and wastewater conservation programs is needed. City should meet with utilities and see what is planned and where they can partner.</p>

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13	Expand City recycling efforts, e.g. public parks and City Hall.	Build on existing plan to implement plastic bottle recycling in Twin Ponds Park. Extend program to additional parks and materials as feasibility issues are worked out and as funding is available. Current recycling program at City Hall could be emphasized and improved.
14	Implement commercial, residential, and construction waste information outreach and incentives through the permit process and municipal waste contract.	Permit incentives could include free and early demo permit issuance for projects that recycle construction waste. Rate structure could encourage construction waste recycling. Currently there is no drop-off for commercial hazardous waste near Shoreline. At a minimum, information and outreach materials are needed on this issue.
	<i>Common to All</i>	
15	Create standard office procedures, training and department expectations that support sustainability goals; then measure, reward and promote individual and departmental achievement of internal sustainability goals.	Represents a “quick win”. Use the move to the planned new City Hall as a key opportunity for internal change. Employee of the quarter and other programs could be used to reward sustainability. Currently, there are no formal standards or clear employee and department expectations related to sustainability. Performance should be measured, and a “carrots rather than sticks” approach should be used to build and maintain support.
16	Establish a green team(s) to focus on sustainability program management and sustainability techniques.	Current working structure of leadership team and technical working group could be formalized and enhanced. Establishing a “Sustainability Coordinator” is not recommended at this time due to budget constraints. Very important to have clear leadership and emphasis at the highest levels of the City.
17	Pursue grants to establish a key City staff position related to sustainability.	The need for a Volunteer Coordinator position was mentioned several times by different people in staff interviews. Volunteers require organization and guidance to leverage this resource effectively. Other ideas included a mid or senior level Sustainability Coordinator Position to oversee the overall effort. Current budget needs and projections do not appear to support an additional general funded position.

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18	Develop sustainable purchasing guidelines for all Staff.	Represents a “quick win”. Use the move to the planned new City Hall as a key opportunity for internal change. Existing programs from King County, Seattle and elsewhere can be modified and adopted.
19	Create a green business certification and promotion program.	Existing sustainable business program is not a certification program and does not currently appear to be a priority. More emphasis, structure and focus would be helpful here. Consider stronger efforts to attract and promote environmentally friendly businesses.
20	Provide expanded “how to” sustainability info to the community through varied approaches (e.g. mailers, event, website and city hall brochures)	Use the move to the planned new City Hall as a key opportunity to promote community outreach. City currently uses website effectively and regularly mails out information. Key area for improvement appears to be informational mailers. Plans appear to be in the works for this already, but time and resources are always an issue.