

**SHORELINE SUSTAINABILITY STRATEGY  
COMMUNITY CONVERSATION #2  
NOVEMBER 14, 2007  
PUBLIC COMMENTS**

**GREEN BUCKS EXERCISE RESULTS**

Each meeting participant was given 10,000 “green bucks” to “spend” on specific initiatives or program areas to demonstrate their preferences and priorities. A total of \$196,000 was “spent.” Participants were encouraged to provide specific comments on the potential actions and submit ideas for additional actions to be considered as well. Below are the results of the exercise showing the actions receiving the greatest number of “green bucks” in descending order with specific public comments noted in the far right column.

\$	POTENTIAL ACTION	CATEGORY	COMMENTS
\$21,000	Revise zoning and engineering standards to provide guidance and incentives for LID and Green Building.	<i>Natural and Built Environment</i>	None
16,000	Provide expanded “how to” sustainability info to the community through varied approaches (e.g. mailers, event, website and city hall brochures)	<i>Common to All</i>	None
15,000	Implement commercial, residential, and construction waste information outreach and incentives through the permit process and municipal waste contract.	<i>Waste Reduction and Resource Efficiency</i>	None
14,000	Modify the stormwater utility fee to promote low impact development, calibrate for true system impact/cost and encourage natural drainage improvements.	<i>Natural and Built Environment</i>	None

\$	POTENTIAL ACTION	CATEGORY	COMMENTS
11,000	Prioritize and structure the development of the Green Streets program.	<i>Natural and Built Environment</i>	Make Ashworth a Green Street Make City Hall the demonstration project
11,000	Identify underutilized park lands and use for habitat improvements, infiltration, water treatment and other compatible purposes.	<i>Natural and Built Environment</i>	None
11,000	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.	<i>Energy and Carbon</i>	None
11,000	Establish a green team(s) to focus on sustainability program management and sustainability techniques.	<i>Common to All</i>	None 12
10,000	Pursue grants to establish a key City staff position related to sustainability.	<i>Common to All</i>	None
10,000	Create a green business certification and promotion program.	<i>Common to All</i>	Cooperate/Partner/Work with the Chamber of Commerce
9,000	Prioritize forest health data collection and improvement projects and pursue partnerships to increase the acreage analyzed and enhanced.	<i>Natural and Built Environment</i>	None

\$	POTENTIAL ACTION	CATEGORY	COMMENTS
8,000	Collect baseline energy and carbon data using ICLEI Software.	<i>Energy and Carbon</i>	None
7,000	Work with utilities to expand existing incentives and develop new incentives to reduce potable and irrigation water consumption.	<i>Waste Reduction and Resource Efficiency</i>	None
7,000	Expand City recycling efforts, e.g. public parks and City Hall.	<i>Waste Reduction and Resource Efficiency</i>	Major opportunity in schools. Most only recycle paper! What about all the cans, water bottles, even food!?
6,000	Prioritize and promote Green Building and LID Training for Select Staff (e.g. PADS, Grants & Engineers).	<i>Natural and Built Environment</i>	None
5,000	Expand and reorient the existing sidewalk improvement program to focus on linking destinations and connectivity.	<i>Natural and Built Environment</i>	None
5,000	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	<i>Energy and Carbon</i>	None

\$	POTENTIAL ACTION	CATEGORY	COMMENTS
	Sustainability (PLACE3s).		
4,000	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.	<i>Common to All</i>	Educate building inspector about basic energy efficiency. Get them to enforce the existing energy code = seal the holes They are the primary interaction with buildings. What they care about gets done.
4,000	Develop sustainable purchasing guidelines for all Staff.	<i>Common to All</i>	None
3,000	Improve identification, mapping, designation, surfacing and signage of existing trails. Develop a plan for future trail expansion.	<i>Natural and Built Environment</i>	Biking trails, please.
17,000 total for all other ideas added	Other		<p>Require all construction (new construction and remodel) to comply with infiltration limits: max 2 ACH at 50 pa; max 8 ACH at 50 pa</p> <p>Historically and currently residential growth has and does go to or follows transportation lines. Anything the City of Shoreline can do to immediately design and commit to transportation action (the movement of people efficiently) must precede community planning and performance</p> <p>Require home inspectors to verify energy efficiency of appliances, furnace, insulator levels</p> <p>Follow Portland's example:</p>

\$	POTENTIAL ACTION	CATEGORY	COMMENTS
			<p>place a carbon tax on builders who merely comply with code; require builders who reduce energy consumption to 50% or more with \$\$, or decreased permit fees</p> <p>Environmental outreach and education in public schools!</p> <p>Bicycle education, not driver education in public schools</p> <p>Change land use code to reflect sustainability goals: bring back cottage housing (environmental, economics, sustainability); make ADUs easier to develop (lower lot size requirements and parking); integrate small commercial zones into neighborhoods</p> <p>Day-lighting streams</p> <p>Vegetated swales</p> <p>Green Roofs</p> <p>Amended soils</p> <p>More conifers</p> <p>Pervious pavement</p> <p>Developer impact fees</p> <p>Natural drainage</p> <p>Improved wetland function</p> <p>Uncapping wetlands</p>

## INDICATOR EXERCISE RESULTS

A handout that showed the specific relationship between draft objectives, targets, and indicators was handed out and discussed during the meeting. A revised version of this handout that reflects public and City comment will be developed and eventually incorporated into the Draft Sustainability Strategy. This information will represent two key components of the sustainability strategy: setting goals and measuring progress.

Meeting participants were asked to write comments on sheets of paper hanging on the wall. Comments were requested on: whether the objective was important to them, whether the indicator measured things that were important for achieving a sustainable community and whether the indicator and target could be used to assess progress towards the objective. In addition, meeting participants were asked to list available resources they knew of outside of the City that might be useful for collecting and/or assessing data related to the indicator. Listed below are the objectives, targets, and indicators as presented in the handout, followed by the written input of those that attended the meeting and participated in the exercise.

### Transportation

#### *Transit*

- 1)       **Objective:** Increase use of modes of transportation other than single occupant vehicles  
               **Target:** Upward trend (relative to increasing population), specific number TBD based on review of data  
               **Indicator:** Public transit ridership or number of transit boardings per year in Shoreline (as compared to previous 4 years)

#### Comments

- Single Occupancy/Other
- Number of Vehicles Traffic Reduction
- Add objective - Lower auto use
- Target - Reduction in VMT/Capita
- Indicator - VMT/Capita

#### Resources

- Traffic Counts

- 2)       **Objective:** Increase number of new households (density) near transit  
               **Target:** Upward trend, specific number could be established through housing strategy or in future comprehensive plan update

**Indicator: Percentage of new residential units within 1/4 mile of transit stop with 30 minute minimum headway**

Comments

- Number of kids walking (not driven) to school
- Also, bring transit options closer to existing housing

Resources

- None listed

***Non-motorized Facilities***

- 3)       **Objective:** Increase pedestrian facility network length on major streets to make walking to destinations easier and safer  
               **Target:** Upward trend; specific target TBD  
               **Indicator:** Percentage of the total major street length (principal arterials, minor and neighborhood collector) citywide that has separated pedestrian facilities (sidewalk or paved off street trail) on at least one side of the street

Comments

- Number of intra-city trips not in motorized vehicles

Resources

- City's surveys
- Alternative walking indicator-walk score from Sightline Institute

- 4)       **Objective:** Increase number of bicycle facilities throughout the city to encourage this mode and improve safety  
               **Target:** Upward trending number, specific target TBD  
               **Indicator:** Total miles of designated bicycle routes meeting minimum standard

Comments

- Along appropriate routes; e.g., 10<sup>th</sup> NE?
- Bike Share/Loan Program
- Focusing exclusively on miles of routes ignores whether they are actually being ridden.
- Can't you do traffic counts for bikes like you do for cars.

Resources

- Cascade Bicycle Club?
- Data Verification
- Use Surveys??
- Contact existing programs (Portland)



- Get bikes donated
- Chamber sponsor?

*Potential Future Indicators*

**Objective:** Reduce the number of single occupant vehicle commuters (SOV)  
**Target:** TBD by City after collection and analysis of baseline data  
**Indicator:** Percent of commute trips taken by a mode other than SOV

Comments

- Consider telecommuting-
- Encourage home-based business development
- Indicator-home-based businesses as percentage of business
- Data maybe available form SBA
- Increase bus route options along Aurora to Seattle
- Increase East-West bussing connectivity

Resources

- None listed

**Objective:** Measure and improve the overall pedestrian "level of service"  
**Target:** TBD by City after collection of baseline data and refinement of the methodology to match local conditions and factors  
**Indicator:** Pedestrian LOS - combination of measuring continuity and directness of pedestrian network

Comments

- Safety First

Resources

- More pedestrian crossing w lighting such as 155<sup>th</sup> and 8<sup>th</sup> NE

**NATURAL ENVIRONMENT**

*Stormwater and Water Quality*

5) **Objective:** Decrease stormwater impacts through use of natural drainage techniques  
**Target:** Upward trending number, specific target could be established





**Indicator:** Area (square feet) of new natural drainage constructed (by both private applicants and through public CIP projects) and total system area meeting defined minimum standard.

Comments

- Part of permitting process

Resources

- None listed

6) **Objective:** Reduce impervious surfaces in new development  
**Target:** Downward trending number or possibly the goal of no net increase over existing baseline is more realistic given increasing population and density  
**Indicator:** Median percentage of effective impervious surface in new projects (as compared to previous 4 years)

Comments

- Impact Fees!!!(Higher Impervious = Higher Fees)
- Development impact Fees

Resources

- None listed

7) **Objective:** Improve surface water quality  
**Target:** Upward trend. Specific target could be established through trend analysis  
**Indicator:** Washington Department of Ecology (DOE) Water Quality Index (WQI)

Comments

- More information with help on how to dispose of animal waste

Resources

- None listed

*Potential Future Indicator(s)*

**Objective:** Reduce impervious surfaces citywide  
**Target:** Downward trend or possibly the goal of no net increase from baseline is more realistic given increasing population and density. A specific goal could also be established.  
**Indicator:** Percentage of impervious surface citywide

Comments

- Effective impervious
- Connect to Development Code/Process
- Dirt Roads
- Pervious surface for bike lanes
- Change code to evaluate and accept gravel driveways
- Check actual costs of pervious concrete in life cycle compared to impacts-cumulative
- WQ, loss of salmonids

Resources

- Check with other cities-old city codes
- Concrete Council
- See Derek Booth at University of Washington

**Objective:** Improve surface water quality

**Target:** Upward trending number for each stream reach and other surface water body as compared to previous 4 years or other study period, specifics TBD

**Indicator:** Index of Benthic Invertebrate Diversity (IBID)

Comments

- Good Way

Resources

- Home waters
- Christian School
- Evergreen
- Public Schools

*Vegetation and Habitat*

8) **Objective:** Improve/restore habitat areas

**Target:** Upward trending number, specific goal TBD based on City input

**Indicator:** Acres of stream, wetland and related buffers that are enhanced and/or restored (as compared to previous 4 years).

Comments

- City/Government
- Private/NGO

Resources

- Wildlife Habitat Project
- KC Partnerships
- CLC
- Easements
- KC C.F.
- WWRF
- Trout Unlimited

- 9)       **Objective:** Improve health of public forests  
           **Target:** Upward trending number, specific acreage goal TBD based on City input  
           **Indicator:** Acres (and percentage) of public forests enhanced that year through removal of invasive species, replacement of dead or dying, thinning and other forest health management practices (as compared to previous 4 years).

Comments

- Keep in mind that "dead or dying" trees are important habitat—plan to leave them unless hazardous or diseased

Resources

- Sun
- Native Plant Society
- Wildlife Habitat Project (Federation)
- LFP Stewardship

- 10)       **Objective:** Increase citywide tree canopy and natural vegetation through strategic use of the right of way  
           **Target:** Upward trending number, Specific target TBD following collection of baseline data and City review of existing, planned and possible CIP efforts.  
           **Indicator:** Number of street trees and square feet of landscaping planted in the right-of-way (ROW) per year by city services or programs (or private development in the ROW) as compared to previous 4 years

Comments

- Concern with deciduous Leaves
- Along Commercial districts, balance with visibility, access
- Maintenance costs
- Native species plantings

Resources

- None listed

*Potential Future Indicator(s)*

- Objective:** Increase and maintain citywide tree canopy
- Target:** Target to be established following collection of baseline data. E.g. 40% or potentially break down further by broad zoning category using American Forest's goals
- Indicator:** Percentage of tree canopy coverage citywide

Comments

- Champion tree recognition program largest tree of each native species
- Weekend tree cutters
- Promote planning of scrub (not just trees) would do better under power lines.

Resources

- American Forest Association Champion tree Program
- Citizenship Reporting

- Objective:** Measure and reduce the rate of tree canopy loss due to permitted development
- Target:** Target to be established following collection of baseline data and further discussion. No net loss at least in single family areas may not be realistic given increasing density.
- Indicator:** Median tree retention percentage achieved (better to use canopy coverage) and replacement trees planted on lots reviewed under the tree code.

Comments

- Make it glamorous, and spell out benefits versus acknowledged down sides to keep trees.

Resources

- Wildlife Habitat Project: [birdsbeefish@gmail.com](mailto:birdsbeefish@gmail.com)

**LAND USE AND DEVELOPMENT**

*Smart Growth*

- 11) **Objective:** Concentrate new growth in proximity of services and transit



**Target:** Upward trending number, specific numeric goal TBD  
**Indicator:** Number of new residential units and total units (or average density) within a designated commercial center (and perhaps a 1/8 mile or other distance from boundary)

#### Comments

- Concerns about rezones
- Maintain neighborhoods
- Balance needs of maximum use/neighborhoods
- Infill versus concentration along certain corridor decisions.
- Incentivize upgrading or renovating existing units rather than tearing down and building new.

#### Resources

- Strategy affordable housing Land Trust

12) **Objective:** Improve pedestrian/bicyclist access to open space and parks  
**Target:** Upward trending number, specific numeric goal TBD  
**Indicator:** Percentage of households within a 1/4 mile of a neighborhood park or 1/2 mile of a community/regional park

#### Comments

- Neighborhood Parks including pocket parks

#### Resources

- None listed

#### *Green Building*

13) **Objective:** Promote efficient energy and material use in buildings  
**Target:** Upward trending number. Potential goal might be 3 projects in 2008  
**Indicator:** Number of certified LEED and 3+ star BuiltGreen projects within the City (by public and private).

#### Comment

- Contest or awards program
- Promote the solar house project at S.C.C.
- Have a demonstration room for building of solar and other sustainability projects in new City Hall

#### Resources

- Or other Green building System – Living Building
- Publish in Media



## **ENERGY AND CARBON**

### *Internal/Operations*

- 14)           **Objective:** Reduce energy consumption in City facilities.  
                   **Target:** Reduce energy consumption in City facilities by 5% per year and 20% by 2012.  
                   **Indicator:** Percentage decrease in City electric and gas bills (measured in \$/sf) -- obtainable from CSL and PSE.

### Comments

- Measure consumption not dollars
- Justify via dollars saved
- Solar power projects
- Methane gas plant

### Resources

- Northwest Energy Efficient Council

- 15)           **Objective:** Increase reliance on Green Power in City facilities, in order to reduce carbon emissions from facilities, consistent with US Mayors Climate Protection Agreement and Kyoto Protocol target of 7% reduction from 1990 levels by 2012.  
                   **Target:** Increase Green Power consumption as a proportion of total electricity consumption in City facilities by 10% per year, and 50% by 2012.  
                   **Indicator:** Proportion of City Consumption supplied by alternative energy sources though Seattle City Light "Green Up" Program.

### Comments

- Carpooling by staff, council members, limit number of airplane trips.
- Would this include local wind/solar generation not just utility supply?
- Solar hot water development
- Percentage of homes and businesses that are not metered
- Use of certified carbon offsets that result in new renewable energy "additionality"

### Resources

- SCL
- Bonneville Environmental Foundation [www.b-e-f.org](http://www.b-e-f.org)

- 16) **Objective:** Reduce carbon emissions from fleet vehicles and equipment, consistent with US Mayors Climate Protection Agreement and Kyoto Protocol target of 7% reduction from 1990 levels by 2012.
- Target:** Reduce carbon emissions from city fleet vehicles and equipment by increasing average miles/gallon of fleet 5% per year and 25% by 2012.
- Indicator:** Average fleet miles per gallon

#### Comments

- Develop fleet refueling station, open to public and private vehicles, that offer E85, CNG, battery recharging

#### Resources

- None listed

- 17) **Objective:** Increase use of alternative fuel vehicles in City fleet.
- Target:** Reduce carbon emissions from city fleet vehicles and equipment by replacing 2% of petroleum-based-fuel vehicles per year with hybrid or alternative fuel vehicles.
- Indicator:** Percentage of fleet that is hybrid or alternative fuel

#### Comments

- Test variety Hybrid CNG bio fuel
- Have police force use smaller cars (smaller engines)

#### Resources

- Clean Cities- U.S. DOE

#### *External/Public*

- 18) **Objective:** Reduce energy consumption
- Target:** Reduce per capita/per household energy consumption by 10% in the first year and an additional 3% per year through 2012
- Indicator:** Percentage decrease in consumption units from electric and gas bills (measured in % change per capita)

#### Comments

- Bulk purchase of insulation by neighborhoods
- Energy audits for home and business
- Make it easy for consumers to install e-saving models - LA tax exempt solar water heaters (State)

Resources

- SCL
- PSE
- Betterbricks.com
- NW Energy Efficiency Council

**SOLID WASTE**

*Internal/Operations*

- 19)       **Objective:** Reduce solid waste landfilled as a result of City operations  
              **Target:** Downward (positive) trend. Specific target TBD. E.g. Reduce by 10% per year total volume directed to landfills from City operations  
              **Indicator:** Volume of total waste generated (as compared to previous 4 years)

Comments

- Have retail business reduce number of plastic bags

Resources

- None listed

- 20)       **Objective:** Increase recycling in City operations  
              **Target:** Upward trend. Specific target TBD. E.g. Increase by 10% the percentage of materials sorted and recycled from City operations waste stream.  
              **Indicator:** Percentage of total waste recycled (as compared to previous 4 years)

Comments

- None listed

Resources

- None listed

*External/Public*

- 21)       **Objective:** Increase recycling rates in the community  
              **Target:** Upward trend. Specific target TBD. E.g. Divert an additional 10% per year of total volume from landfills.  
              **Indicator:** Percentage of total solid waste recycled by the Community (via CleanScapes)



Comments

- Lets do it!
- All government agencies and schools should participate

Resources

- None listed

**WATER AND RESOURCE CONSERVATION***Internal/Operations*

- 22)       **Objective:** Increase purchasing of environmentally preferred products for City operations.
- Target:** Adopt a comprehensive Environmental Purchasing Policy (EPP) with specific targets in four key areas: Reduce consumption, reduce toxic materials, increase use of recycled-content materials, and increase use of recyclable materials.
- Indicator:** Percentage of purchases that meet top-tier EPP requirements.

Comments

- Develop overall policy that can be customized by department
- Higher the better, but staff should set goals

Resources

- PPRC [www.pprc.org](http://www.pprc.org)
- King County Purchasing Program

- 23)       **Objective:** Reduce potable water use in City outdoor operations
- Target:** Downward (positive) trend. Specific target TBD. E.g. Reduce total potable water use for irrigation by 100% by 2012.
- Indicator:** Consumption units per year for outdoor operations based on utility billing.

Comments

- Plant thousands of conifers to shade and absorb
- Climate chemicals from use on landscapes
- Eliminate lawns in many places-replace w natives
- Do not plant high water-requirement plants
- Do not water the road

Resources

- Washington Toxics Coalition
- WNPS go native-land use advice

- 24)       **Objective:** Reduce potable water use in City indoor operations  
            **Target:** Downward (positive) trend. Specific target TBD. E.g. Reduce water use in City office facilities by 50% by 2012.  
            **Indicator:** Consumption units per year for indoor operations based on utility billing.

Comments

- Solar House
- Porta-Potties in parks
- Composting Toilets

Resources

- Utility/City partnerships for education and incentives?
- Solar House at Shoreline Community College

*External/Public*

- 25)       **Objective:** Reduce residential potable water consumption  
            **Target:** Downward (positive) trend. Specific target TBD. E.g. Reduce water use in Shoreline households by 50% by 2012.  
            **Indicator:** Consumption units per year per residential customer

Comments

- Ask for an education program for citizens to learn how to reduce waste, water and garbage
- Make it easy to participate and give feedback
- Give some sort of recognition
- Information/incentive for using gray-water for irrigation
- Turf removal incentives

Resources

- Ronald waste
- Clean Scapes
- Shoreline Water & S.P.U.
- Las Vegas Valley Water District

**GENERAL**

- 26)       **Objective:** Promote sustainability among Shoreline businesses



**Target:** Upward trend. Specific target TBD. E.g. Increase by 10% each year the number of participating green businesses for the next five years.

**Indicator:** Number of participating (or certified) green businesses (per year as compared to previous 4 years)

#### Comments

- Work with Chamber of Commerce

#### Resources

- Cat's exclusive Vet (case study)
- Chamber = resource

**27) Objective:** Increase volunteer hours devoted to sustainability projects

**Target:** Upward trending number, based on current City "strategic objectives" program, target is 3,800 for all volunteer programs in 2008

**Indicator:** Number of volunteer hours and distinct individuals devoted to sustainability projects per year (as compared to previous 4 years)

#### Comments

- How many kids build tree houses or forts?
- Community backyard wildlife program-opportunity to build volunteer base
- How can we measure public/community awareness/ outreach/ education/ participation?
- Increase options for public access to sustainability information
- PR campaign - Make this a whole community effort in our public arena and our private homes/businesses.

#### Resources

- (See Last Child in Woods, Richard Louv)
- WNPS
- Go native
- Sustainable Shoreline Wildlife Habitat Project
- Friends of Paramount Park

**28) Objective:** Increase staff training on sustainability issues

**Target:** Upward trending number for next 5 years, than stabilize at appropriate level based on FTE, specific number TBD, including targets for certain positions.

**Indicator:** Number of staff hours devoted to sustainability training per year per full time employee equivalent (as compared to previous 4 years)

### Comments

- Imbed; will become necessary, as our resources are limited

### Resources

- None listed

### **THE "FREE FORM" COMMENT STATION**

In addition to the two “structured” exercises at Community Conversation #2, participants were encouraged to provide any additional comments they had at a flip chart near the entrance/exit of the meeting room. The following comments were collected:

- You should include within your metrics numbers of community oriented developments
- If you have trouble tracking citywide energy use through utilities, you could try random but statistically significant energy audits for Shoreline homes.
- Shoreline Community College – Solar House
- Volunteers.org = looking to volunteer or looking for volunteers
- GAP – Noise pollution leaf blowers
- BAN – leaf blowers!!
- Styrofoam free
- Ban plastic bags in stages –by OB program