



City of Shoreline Environmental Sustainability Strategy

- ❑ Community Conversation # 2
- ❑ Shoreline Center
- ❑ November 14, 2007

Agenda

- Project Update
- Strategy Assessment Tool
- Draft Preliminary Recommendations and Input
- Indicators, Targets and Input

City Council Goal #6

...to create an "Environmentally Sustainable Community":

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. Components include implementing “Green” practices at all City-owned or operated facilities, requiring new development or redevelopment to achieve high standards for stormwater management, energy efficiency, and reduction of solid waste, and maximizing recycling and reuse of resources.



Sustainability Strategy Guiding Principles

Strategy Framework:

1. Sustainability is 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
4. Community Education, Participation and Responsibility are Key Elements of a Sustainable Community
5. Commitment to Continuous Improvement

Sustainability Strategy Guiding Principles

Focus Areas:

6. Manage Expected Growth in a Sustainable Way
7. Address Impacts of Past Practices
8. Proactively Manage and Protect Ecosystems
9. Reduce, Reuse & Recycle
10. Energy Solutions are Key to Reducing Our Carbon Footprint

Sustainability Strategy Key Components

- **Guiding Principles** are the framework for the Strategy
- **Objectives** are specific ways to fulfill the Guiding Principles
- **Decision Criteria** help prioritize/determine the actions that address the Objectives
- **Indicators** help provide a framework for monitoring progress
- **Targets** are specific performance measures related to indicators
- **Recommendations** are suggested first steps

What we have done

- Mission Statement and Guiding Principles
- Review of the sustainability programs in other communities
- Criteria for Assessment and Policy Making
- Green Infrastructure Mapping
- Specific sustainability objectives for
 - Energy, Waste Management,
 - Sustainable Development, and
 - Ecosystem Conservation.
- Benchmarking and assessment
- Indicators

Public Input



Community Conversation #1

- What is Sustainability and what is a Sustainable City?
- How do we get there and what is possible?
- Potential tools and resources
- Existing City Programs and Future Program Opportunities
- Sustainability Strategy Components
- Guiding Principles
- Conversation Café – Public Input on:
 - What the City can do
 - What Individuals can do

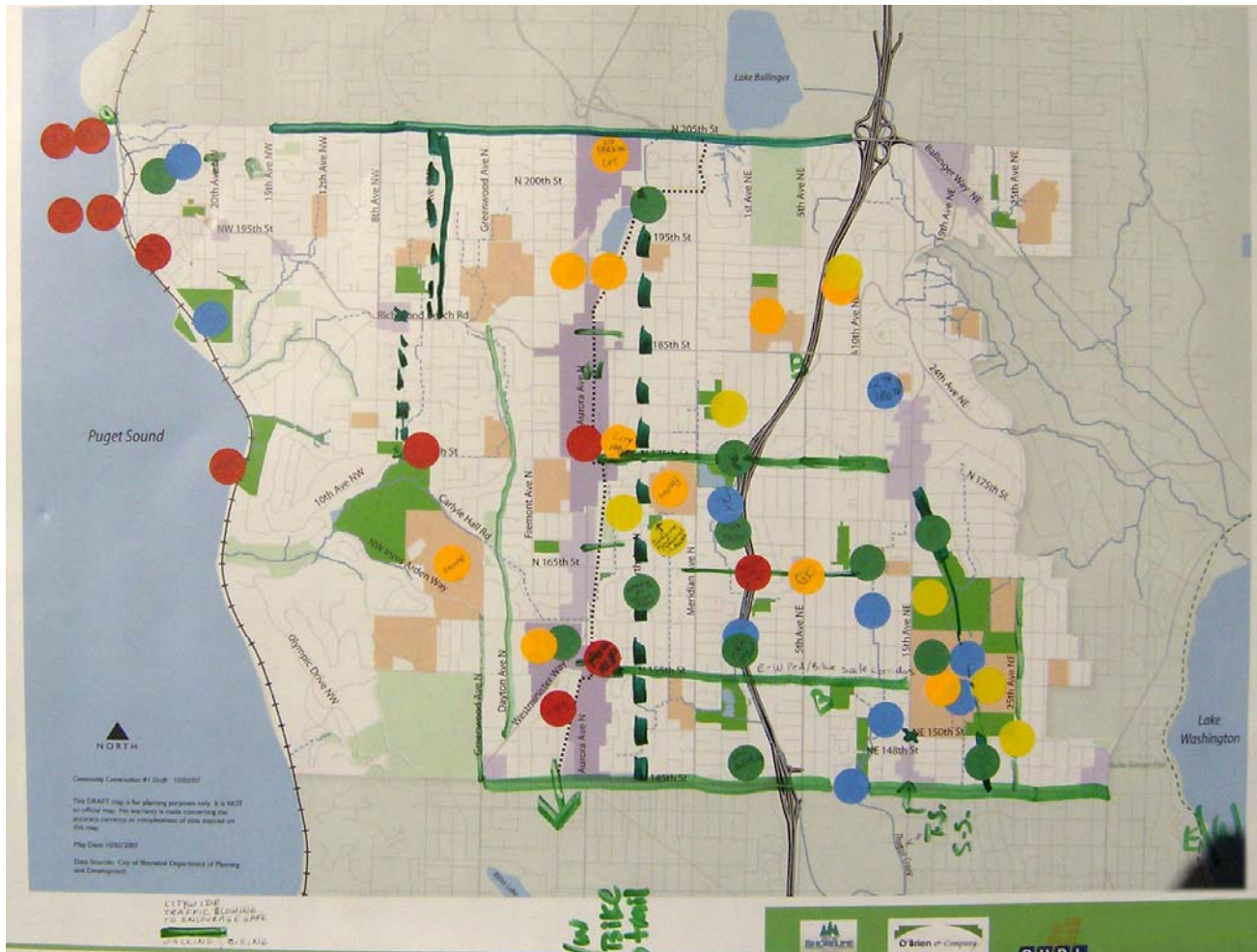
Public Input – Green Infrastructure Recommendations

- **Natural Drainage** at Hamlin Creek, Little's Creek, Richmond Beach, Saltwater Park, Ronald Bog, Fircrest, 12th and 180th
- **Natural Landscaping** on Interurban, Richmond Beach, Point Wells, Echo Lake
- **Low Impact Development & Green Building** at parking lots in Aurora Village, Aurora Square, Schools, City Hall, 192nd Park & Ride, YMCA/ Echo Lake, Fircrest

Public Input – Green Infrastructure Recommendations

- **Pedestrian Access** to Interurban Trail, at 165th & I-5, to the beach e.g. Appletree Lane, Innis Arden Reserve, near 205th
- **Green Streets, Complete Streets** for Ashworth Ave N, and 3rd Ave NW / 6th Ave NW, crosswalks, pedestrian and biking facilities, wayfinding, east to west transit and biking connections
- **Habitat Enhancement and Tree Conservation**, protect “green swath” from monastery near 145th to North City, Hamlin forest, Cromwell Park wetlands, South Woods parks, Fircrest, Shorecrest High School along hill, and within the Interurban Trail corridor

Public Input – Green Infrastructure Map



Public Input – Energy and Carbon Recommendations

- **Alternative energy** such as solar, offshore wind, bio-diesel, and tidal energy,
- **Transportation** such as Flexcar, alternative fuel and hybrid vehicles, parking reductions, install bike racks, bike share program, and place making
- **Energy conservation** such as tree planting, water conservation and reuse,
- **Specific City actions and support for individuals** such as adding an Energy Element to the Comprehensive Plan, consider life-cycle costs, develop sustainable building codes, measure carbon emissions, promote LEED, report Watt meters, provide energy audits, offer low-interest loans for energy conservation upgrades, give away free compost containers,

Public Input – LID/Green Building Recommendations

- **LID** such as creating bioswales, code development, and developer assistance with amended soils
- **Reduce impervious surfaces** by lowering parking requirements, and/or requiring structured parking, allowing narrower streets, requiring pervious pavement, and encouraging green roofs
- **Green Building** such as providing education and training for alternative building materials, financial incentives, and developing a ratio of living space to lot size

Public input – Waste Reduction and Resource Efficiency Recommendations

- **Solid Waste Reduction** through food and yard composting, reduction in products and packaging, construction debris recycling, policies and public outreach events
- **Water Conservation** through grey water irrigation systems, code revisions, and education

Project Update

Last time, we focused on defining the overall strategy with our presentation and then learning about your “big ideas”.

Today, we want to focus on what is realistic and achievable:

- Decision criteria
- Specific Recommendations
- Indicators
- Capacity and resources

Recommendations - What do you think is really possible in the next five years?



Assessing Potential Sustainability Initiatives: The Decision Tool

- Why do we need this Tool?
- What is the Tool?
- How does the Tool work?





Assessing Potential Sustainability Initiatives: The Decision Tool

- Determines how potential actions relate to our goals and keeps us on track
- Identifies strategy gaps and priorities
- Helps identify strengths, weaknesses, and unknowns of potential actions
- Helps determine costs and resources needed for potential actions

Step 1: Identify and Distill Potential Action or Decision

- Clearly identify a topic, policy issue, action or issue that you would like to evaluate for its impact on sustainability. The action should be phrased as a statement, such as “establish detailed sustainability purchasing policies and procedures” – and should be as specific and concrete as possible.

Step 2: Initial Qualitative Evaluation and Comparison







POTENTIAL ACTION	SUSTAINABILITY					FEASIBILITY			
	Advances sustainable development & transportation	Directly+ Impacts Energy Conservation and Carbon Reduction	Likely to result in Improved Local Ecosystem Health	Tangible Waste Reduction and Resource Efficiency Benefits	Provides Clear or Direct Economic, Social, or Human Health and Safety Benefits	Relies upon existing system, proven technology or incremental change	Promotes City Leadership and/or Broader Participation	Represents a Potential Quick Win	Recommendations
Develop Sustainable Purchasing Guidelines for All Staff		✓	✓	✓	✓	✓	✓	✓	
									
									
									

Step 3: Modified SWOT Analysis



POTENTIAL ACTION:		RECOMMENDATION & RATIONALE:	
Develop Sustainable Purchasing Guidelines for All Staff			
Evaluation Criterion	Strengths	Weakness	Unknowns or level of Control Over Outcome
Advances sustainable development & transportation	None	None	Not clear how this would impact criterion.
Directly impacts Energy Conservation and Carbon Reduction	Products purchased under sustainable purchasing guidelines would be more energy efficient and have lower carbon emissions.		
Likely to result in Improved Local Ecosystem Health	Products purchased under sustainable purchasing guidelines would reduce impacts to local air and water quality.		Benefits to local ecosystem health may be difficult to quantify. Measurement of change could be difficult.
Tangible Waste Reduction and Resource Efficiency Benefits	Products purchased under sustainable purchasing guidelines would emphasize reducing, reusing, and recycling resources.	Adjustments to perceived quality of sustainable products may be slow.	
Provides clear or direct economic, social, or human health and safety benefits	Products purchased under sustainable purchasing guidelines should be more economical in the long term, less harmful to ecosystem/human health, and promote sustainable business.		Unknowns regarding lifecycle costs could require more investigation and documentation.
Relies up on existing system, proven technology or incremental change	Existing sustainable products could be substituted for less sustainable products and more could be added as they become available or more cost effective.	Unproven, yet potentially beneficial products may be dismissed.	
Promotes City Leadership and/or Broader Participation	City leadership in the purchase of sustainable products would strengthen the market for sustainable goods leading to greater availability.		City's ability to influence availability of sustainable products and purchasing by general public could be limited.
Represents a Potential Quick Win	Using sustainable purchasing guidelines could be implemented quickly and benefits documented.	Documenting benefits would require coordination and training city-wide. Product lists would be very useful, but would take a greater level of effort.	

Step 4: Preliminary Cost and Resource Evaluation

POTENTIAL ACTION	Initial Cost Increase?	Lifecycle Cost Savings?	Cost Estimate (if known)	Able to Accomplish Using Existing Resources?	Resource Assistance Availability and Details	Summary Cost Evaluation (TBD)
Develop Sustainable Purchasing Guidelines for All Staff	No, not if done by existing staff	Yes	TBD	Yes, with implementation steps to be described in Sustainability Strategy	Yes, details TBD	
						
						
						
						
						

Sample of Potential Recommendations For Further Analysis

- All occur in context of declining City revenues and projected budget shortfalls
- List is preliminary and not exhaustive
- Additional recommendations will be provided, especially for existing programs
- List needs further refinement and discussion with City staff and the community
- We are still analyzing input received during City staff interviews

Assessing Potential Recommendations: Public Priorities

- We need community and City input to determine which ideas merit further analysis using this tool
- The purpose of the Shoreline Green Bucks Game is to have you help us determine public preferences and priorities
- The Sustainability Strategy is a City and a Community commitment
- Walk through some of the ideas and then we can take questions that people may have about them before play Green Bucks

Assessing Potential Sustainability Initiatives: Public Priorities

- “Green bucks” game:
 - Where would you spend your tax dollars?
 - Put your money in the hat labeled with the actions you like best – you choose the amount.
 - Note on back any comments or instructions to the City on specifics to focus on, resources to consider, or if you have any resources to offer
 - We have an “other” hat, write on back of money your idea if markedly different.
 - We’ll count up the tax dollars

Indicators, Targets & Implementation

- **Objective:**
Reduce energy consumption in City facilities
- **Indicator:**
Amount of energy use/sf in facilities
- **Target:**
Reduce energy consumption/sf in City facilities by 25% by 2012

Indicators, Targets & Implementation

- How do we establish indicators?
 - ❑ Relationship to Guiding Principles
 - ❑ Existing efforts
 - ❑ Easy wins
 - ❑ Scalability
 - ❑ Feasibility of implementation
 - ❑ Public input

Indicators, Targets & Implementation

- Existing Shoreline measurement systems
 - Drawn from inventory and budget documents
 - Not focused on Sustainability. We'll use ones that relate, but will develop new measures for the most part
- We're looking at how to build on existing efforts
 - Continuum of sustainability, from easy wins to next steps, to big audacious goals

Indicators, Targets & Implementation



- Example 1: Energy and Carbon
 - Objective
 - Reduce energy consumption in City facilities.
 - Indicator
 - Percentage decrease in City electric and gas bills (measured in \$/sf) -- obtainable from CSL and PSE.
 - Target
 - Reduce energy consumption in City facilities by 5% per year and 20% by 2012.

Indicators, Targets & Implementation



- Example 2: Water Conservation
 - Objective
 - Reduce potable water use in City indoor operations
 - Indicator
 - Consumption units per year for indoor operations based on utility billing.
 - Target
 - Increasing downward trend. Specific target TBD, e.g. reduce water use in City facilities by 50% by 2012.

Indicators, Targets & Implementation

- Example 3: Waste Reduction
 - Objective
 - Increase recycling
 - Indicator
 - Percentage of total waste sorted and processed as recycled material
 - Target
 - Positive or increasing positive trend. Specific target TBD, e.g. increase by 10% per year total volume of materials sorted and recycled from City operations.



Indicators, Targets & Implementation

- Review of draft indicators list – Input
 - Factors to consider in selecting Indicators:
 - Appropriateness
 - Availability of data
 - Existing resources
 - Potential resources
 - Partnerships and alliances

Indicators, Targets & Implementation

- Make comments on draft indicators. Here are some questions to think about:
 - Which indicators do you think are most valuable?
 - Are we measuring the right things?
 - What resources in addition to City resources should be investigated?
 - Do you have resources we should know about?

THANK YOU!



Open Space 2100 – Rainier Valley Team