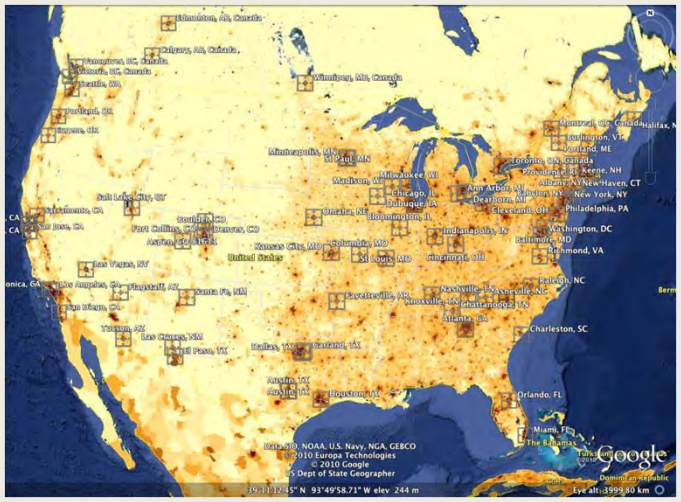


SUSTAINABILITY AS AN ECONOMIC DRIVER

Julia Parzen

Urban Sustainable Directors Network (USDN)

Feb 8 2011

TALES FROM 100 USDN CITIES AND REGIONS

Three Stages of Sustainability

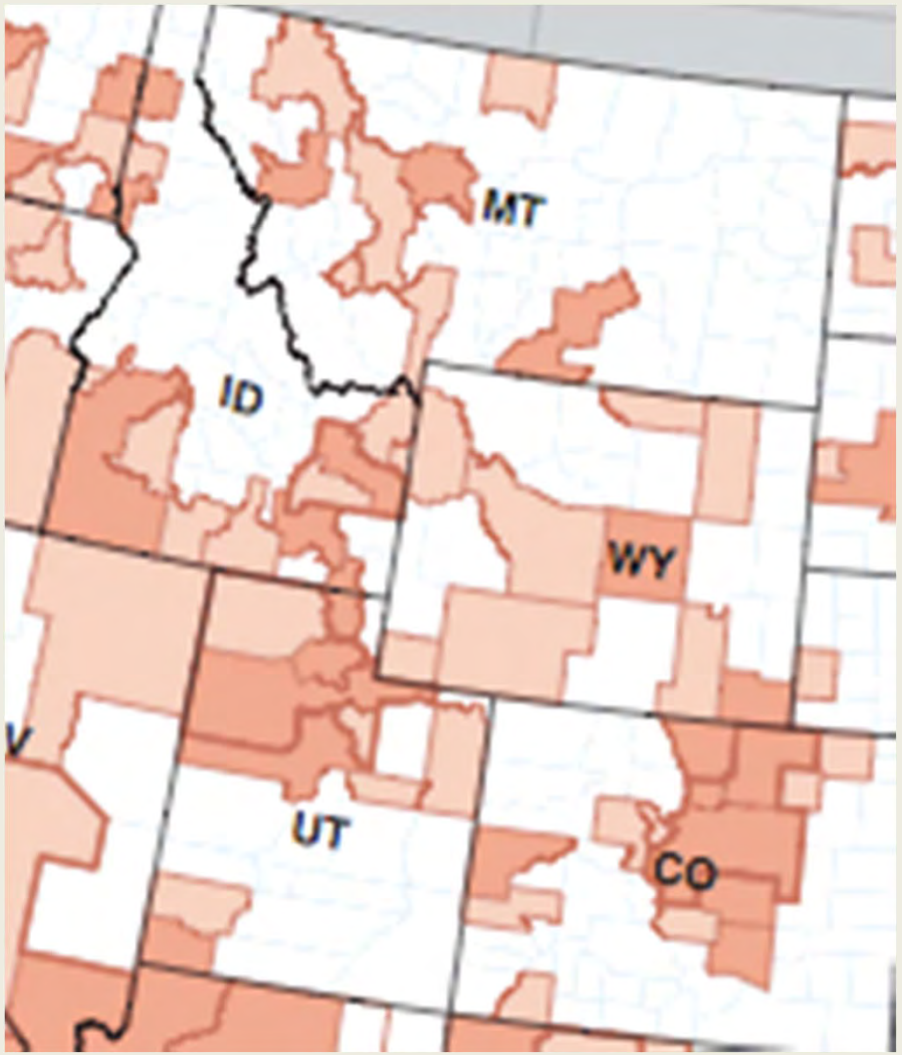
- **Sustainability 1.0** – Focused on environmental protection.

- **Sustainability 2.0** – Focused on climate action and greenhouse gas reduction.

- **Sustainability 3.0** – Focused on sustainable economic development that makes the market an ally in producing economic prosperity and environmental quality.

Source: Innovation Network for Communities and Global Urban Development

Sustainability 3.0 is About Regions



And Micropolitan Areas Can Compete with Major Metros

Micropolitan Area

Metropolitan Area

Sustainability 3.0 is About Land Use

Urban And Rural Wealth-creating Knowledge Workers Are Attracted To Communities With A "Soul," A "Sense Of Place"

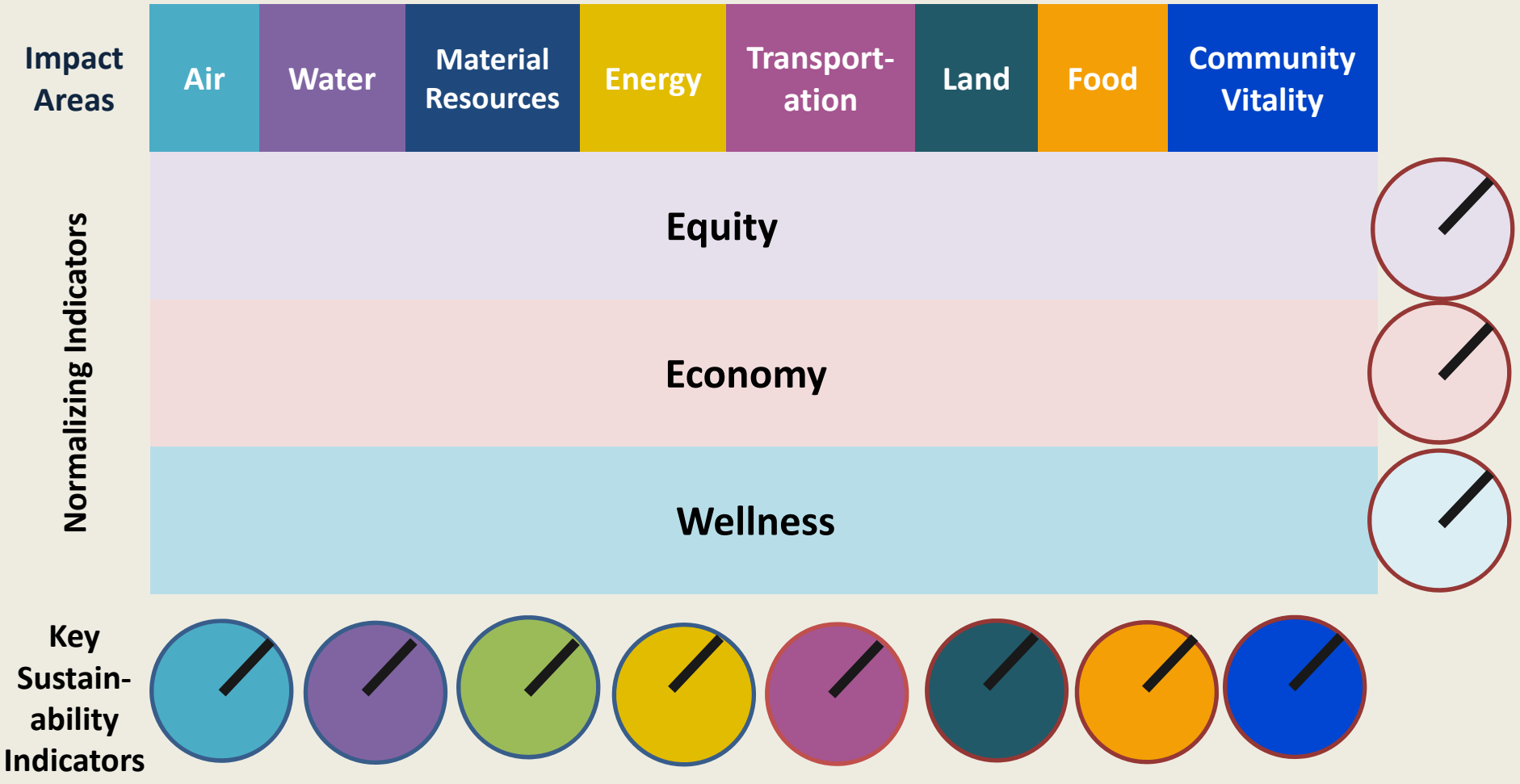
Source: Gallup and the John S. and James L. Knight Foundation Knight Soul of the Community, interviewing close to 43,000 people in 26 communities over three years, found that the main qualities that attach people to place are

(1) Social offerings, such as entertainment venues and places to meet,
(2) Openness (how welcoming a place is),
(3) Area aesthetics (its physical beauty and green spaces)

Communities with these soft facts often are mixed-use, human scale, walkable neighborhoods.

Communities scoring well on these soft factors have higher local GDP.

Sustainability 3.0 is About Performance



Sustainable Atlanta Indicator Framework

Sustainability 3.0 is About Markets

http://usa.nupolis.com/docs/Sustainable%20Economic%20Development%20Final%2006%2024%202010.pdf

Build Local and Regional Sustainability Demand

Use policies, incentives, investments and behavior changes to build demand for sustainable practices, products and services and attract knowledge workers.

Build the Local and Regional Sustainable Business Base

Support the creation, development and attraction of sustainable businesses and clusters.

1. **Clean Tech Cluster Development**
2. **Clean Tech Technology Transfer**
3. **Clean and Green Tech Business Attraction and Expansion**
4. **Sustainable Finance**
5. **Sustainable Branding and Marketing**

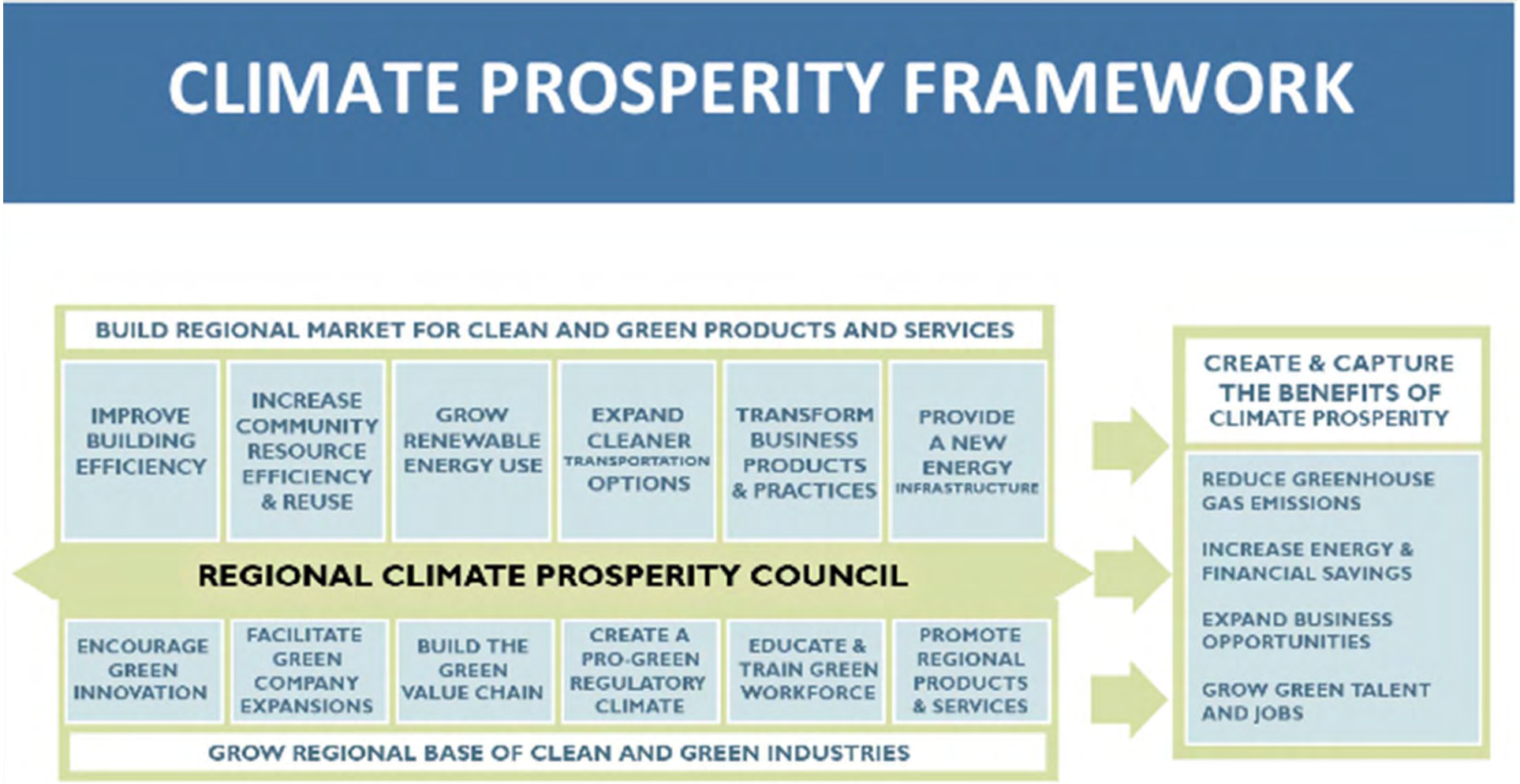
Build New Skills and Engage the Community

Build skills for the sustainable economy and engage communities in the process.

1. **Green Talent Systems**
2. **Link Benefits to Communities**
3. **Sustainable Community Education and Engagement**

Source: Innovation Network for Communities

Regional Organizing Models



Source: Climate Prosperity Project

The Portland Metro Climate Prosperity Project

A GREENPRINT FOR THE METRO REGION

Photo: Flickr user or03220

Regional Organizing Models

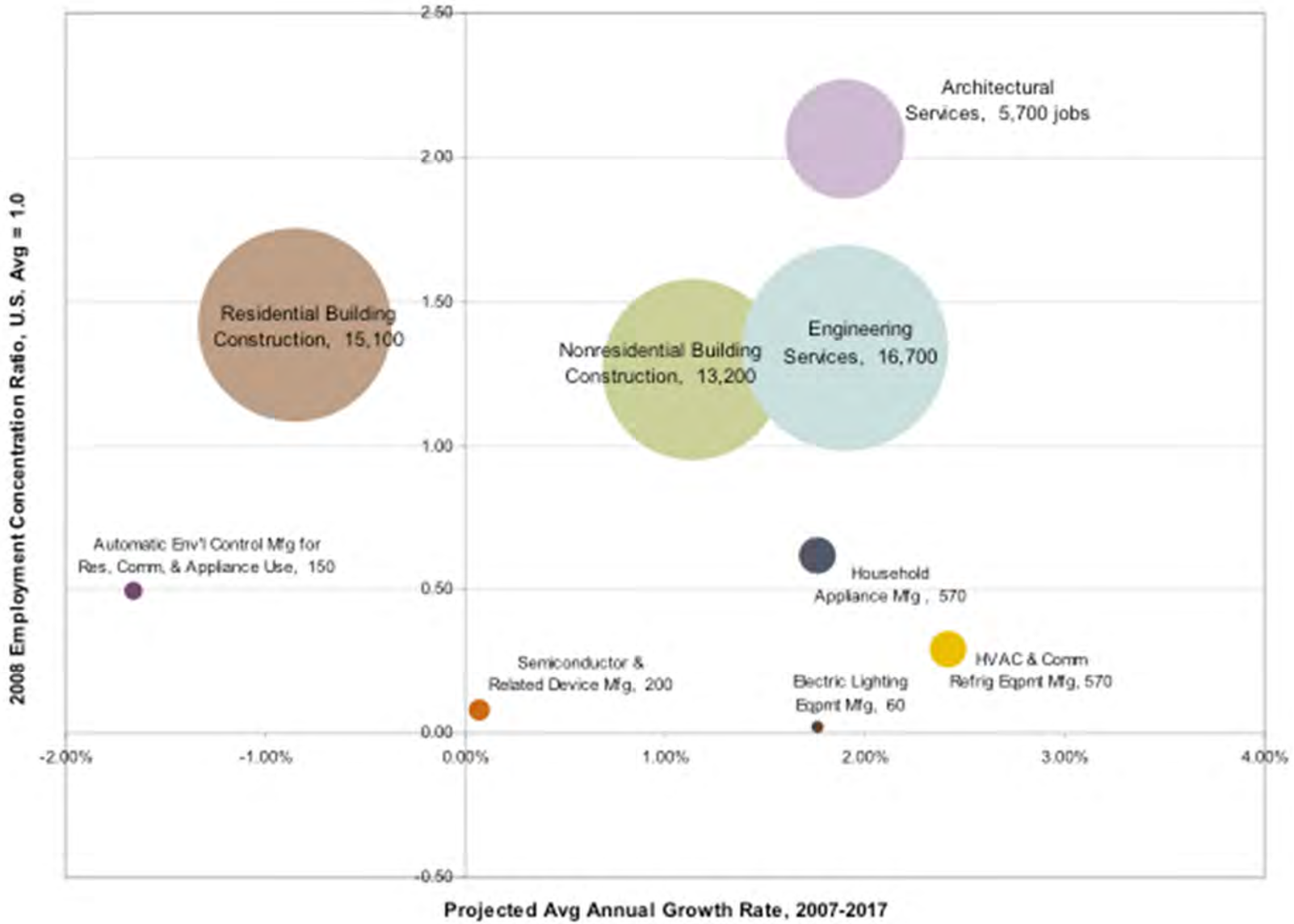
Brookings Institution

METROPOLITAN BUSINESS PLANS

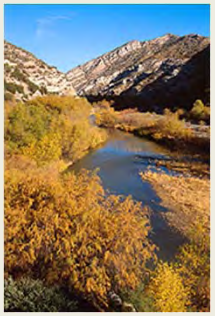
A NEW APPROACH TO ECONOMIC GROWTH

www.brookings.edu/metro

Employment and Projected Growth



RMLUI Sustainable Community Development Code Framework



Environmental Health & Natural Hazards

- Climate Change
- Low Impact Development
- Natural Resource Conservation
- Water Conservation
- Solid Waste and Recycling
- Floodplain Management
- Wildfires

Land Use & Community Character

- Character and Aesthetics
- Urban Form and Density
- Historic Preservation

Mobility & Transportation

- Transit Oriented Development
- Complete Streets
- Public Transit
- Parking

Community Development

- Public Participation
- Community Health and Safety
- Affordable Housing
- Housing Diversity and Accessibility
- Food Production and Security

Energy

- Renewable Energy: Wind
- Renewable Energy: Solar
- Energy Efficiency and Conservation

Livability

- Noise
- Lighting
- Aesthetics

Coming Soon…

- Information and Communications Technology
- Ecosystem Services

Neighborhood Organizing Models: EcoDistricts, Green Impact Zones, & Living City Blocks

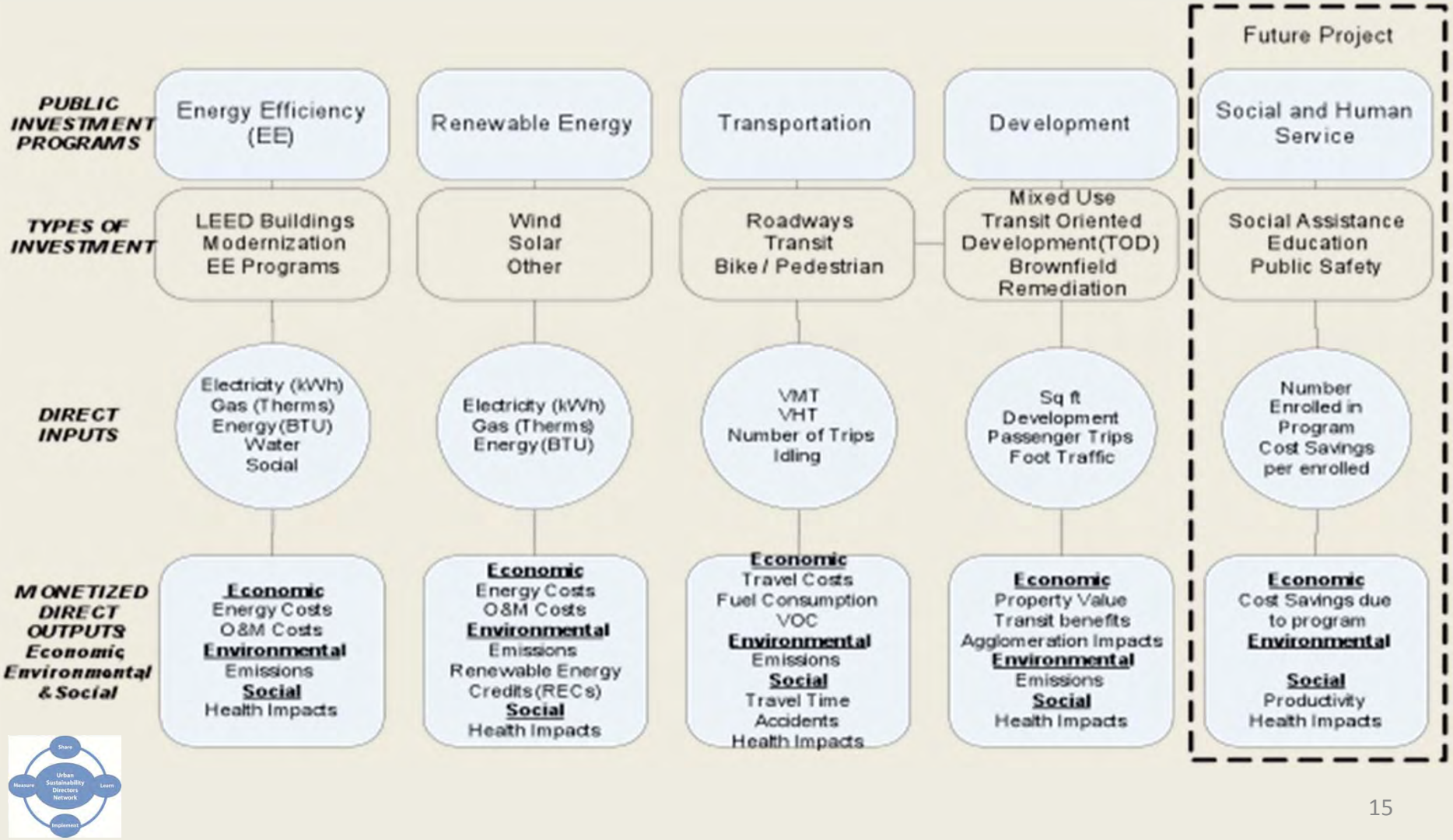
Measuring Performance

STAR Community Index

Term	Definition
Goal 81	Title of desired outcome that a jurisdiction intends to achieve
Purpose	Statement to clarify relevance, provide context, and communicate the desired outcome.
Validation Measure	Performance Measure: Verifiable indicator or metric, qualitative or quantitative, representing the actual state of a system and used to identify progress relative to a Goal. OR< Practice Measure: Actions, practices or systematic approach proven to be efficient and effective toward achieving the Goal.

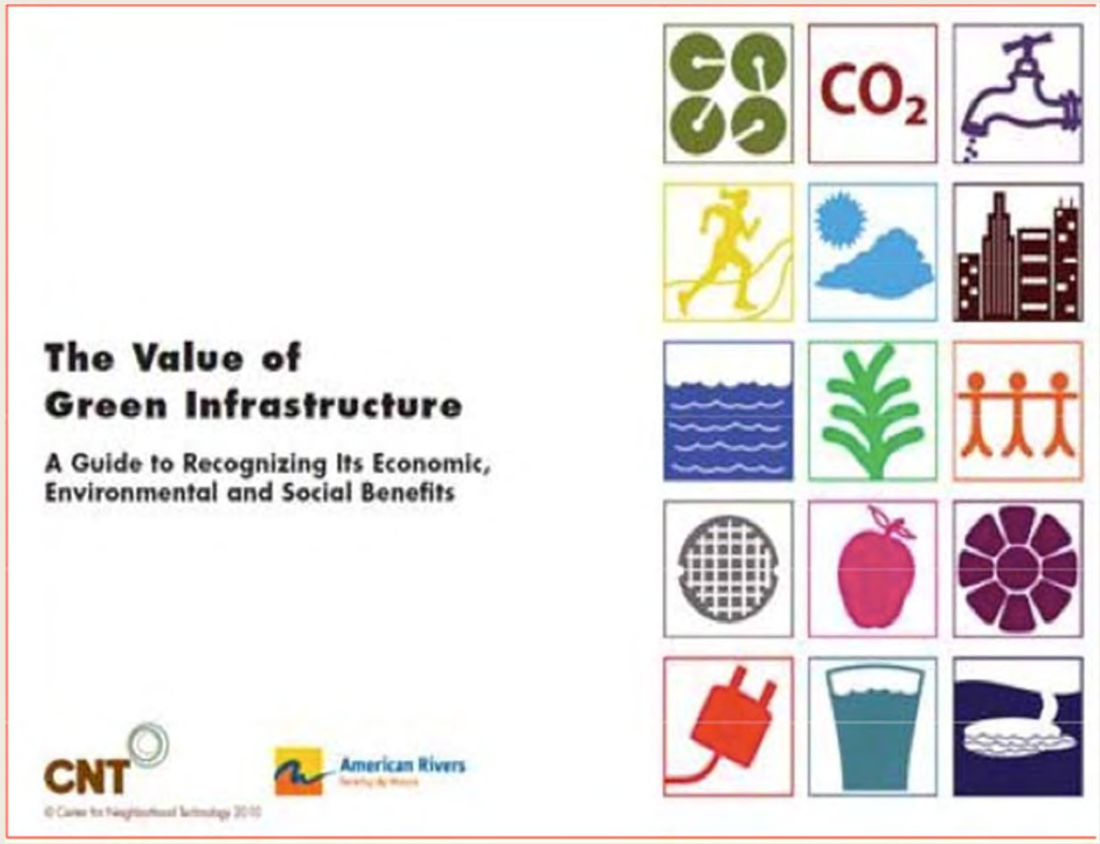
Environment— Ex. Natural Systems— Ex, Green Infrastructure
Economy—Ex. Economic Prosperity—Ex. Market Development
Society—Ex. Education, Arts & Community—Ex. Civic Literacy & Engagement

Measuring Performance
USDN/Boston Triple Bottom Line Manual



Sustainable Infrastructure Investment
I. Green Infrastructure Valuation

- Shows how green infrastructure practices can produce different combinations of benefits
- Places an economic value on the numerous benefits provided by green infrastructure



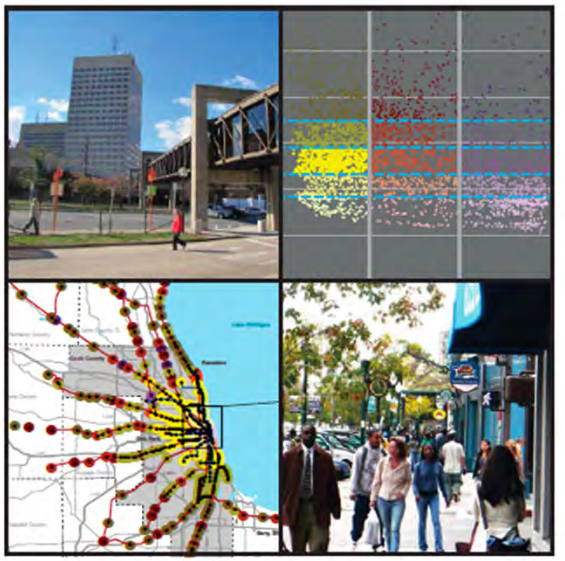
CNT
Sustainable Communities
Attainable Results

II. Performance-Based TOD

CNT Sustainable Communities Attainable Results

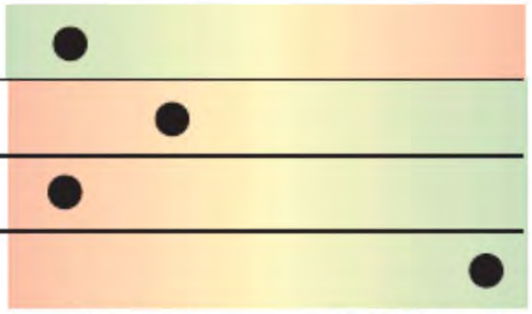
CTOD CENTER FOR TRANSIT-ORIENTED DEVELOPMENT

Performance-Based Transit-Oriented Development Typology Guidebook

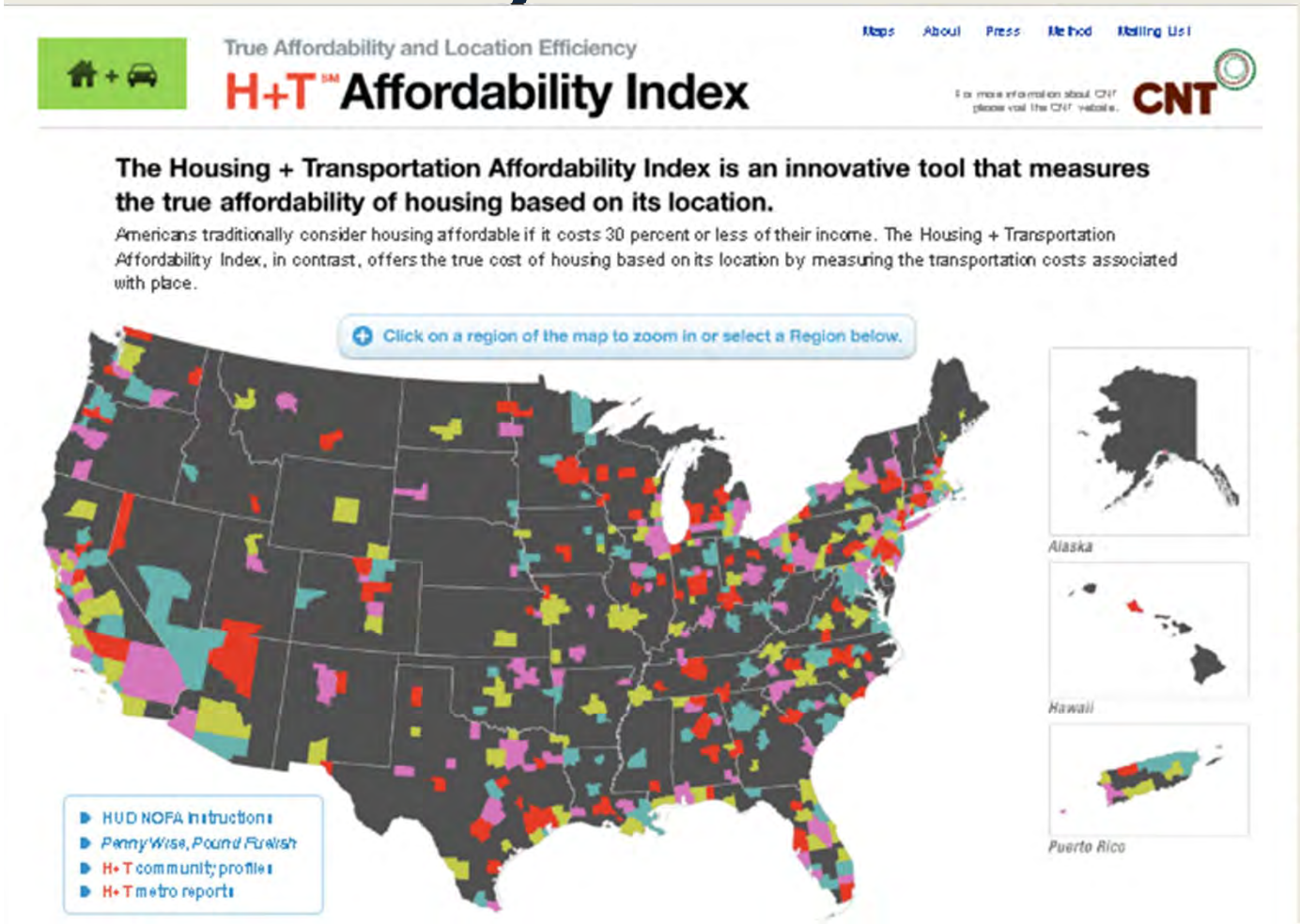


What factors can lower VMT in East Liberty?

Metric	East Liberty	Compared to Normative Metric
Average Block Size	3.2 acres/block	
Residential Density	15.5 units/acre	
Employment Proximity*	64,760 jobs nearby	
Transit Access Index*	71 transit opportunities	



III. Housing + Transportation Affordability



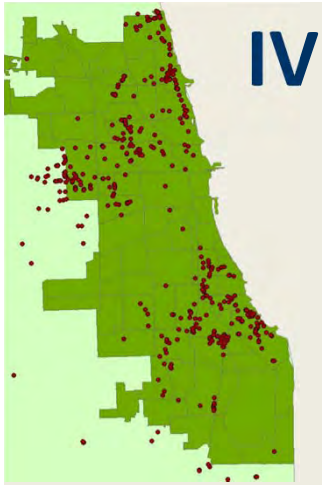
Index quantifies housing and transportation costs by location

True housing affordability must account for cost of housing and transportation

www.htaindex.org

CTOD CENTER FOR TRANSIT-ORIENTED DEVELOPMENT

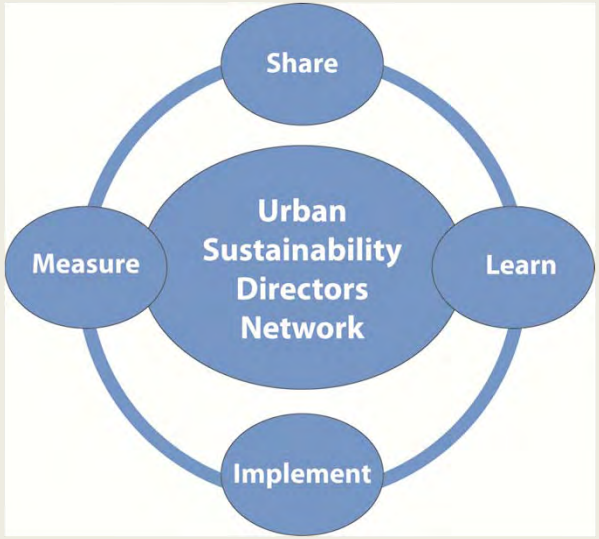
CNT Sustainable Communities Attainable Results



IV. Energy Profiles: Calculating Savings for Retrofit Strategy

	Calculation	Savings	Calculation	Savings
Energy Consumption Reductions	505 kWh x 300000	303,000,000	256 therms x 300000	76800000
GHG Reductions in MT of CO2e		9,300		408000
Annual Energy Cost Savings to Homeowners	@$0.12 /kwhr	$36,360,000	@$1,00/therm	$76,800,000
Total Cost Savings		$113,160,000		
Total Reductions in GHG MT of CO2e		417,300		
Total Jobs Created		13,500		

CNTenergy
Community Focused Innovation



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