Using the STAR Community Rating System to Measure Local Sustainability

Lacey Shaver
Community Engagement Manager
STAR Communities

TODAY'S AGENDA

- What is STAR Communities and the STAR Community Rating System?

- Rating system framework and metrics

- Why and how do local government leaders use STAR?
  - Set Goals
  - Measure Progress
  - Improve Your Community

- Q&A

STAR Communities is a 501c3 nonprofit organization that works to evaluate, improve, and certify sustainable communities in the U.S.

We administer the STAR Community Rating System™, the nation's leading framework and certification program for measuring local sustainability.

We help cities and counties achieve a healthy environment, a strong economy, and well being for their residents.
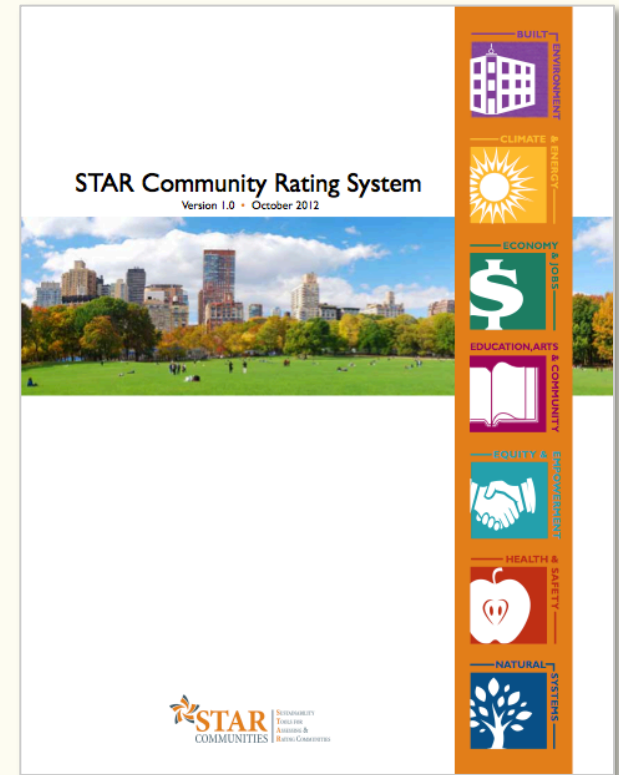
COMMON FRAMEWORK, STANDARD METRICS

BUILT BY AND FOR LOCAL GOVERNMENTS

STAR MILESTONES

2007: STAR concept revealed at GREENBUILD-Chicago and supported as a CGI Commitment

2012: Version 1.0 of Rating System released for pilot; STAR Communities organization established

2013: First city certified, Tacoma, WA

2016: 50th community certified; STAR Version 2.0 and Leading Indicators released

2017: 63rd community certified and 1st re-certification; Partnership with USGBC

STAR COMMUNITIES

SUSTAINABILITY
TOOLS FOR
ASSESSING &
RATING COMMUNITIES

FRAMEWORK OF GOALS & OBJECTIVES

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts, & Community	Equity & Empowerment	Health & Safety	Natural Systems
BE-1: Ambient Noise & Light	CE-1: Climate Adaptation	EJ-1: Business Retention & Development	EAC-1: Arts & Culture	EE-1: Civic Engagement	HS-1: Active Living	NS-1: Green Infrastructure
BE-2: Community Water Systems	CE-2: Greenhouse Gas Mitigation	EJ-2: Green Market Development	EAC-2: Community Cohesion	EE-2: Civil & Human Rights	HS-2: Community Health	NS-2: Biodiversity & Invasive Species
BE-3: Compact & Complete Communities	CE-3: Greening the Energy Supply	EJ-3: Local Economy	EAC-3: Educational Opportunity & Attainment	EE-3: Environmental Justice	HS-3: Emergency Management & Response	NS-3: Natural Resource Protection
BE-4: Housing Affordability	CE-4: Energy Efficiency	EJ-4: Quality Jobs & Living Wages	EAC-4: Historic Preservation	EE-4: Equitable Services & Access	HS-4: Food Access & Nutrition	NS-4: Outdoor Air Quality
BE-5: Infill & Redevelopment	CE-5: Water Efficiency	EJ-5: Targeted Industry Development	EAC-5: Social & Cultural Diversity	EE-5: Human Services	HS-5: Health Systems	NS-5: Water in the Environment
BE-6: Public Parkland	CE-6: Local Government GHG & Resource Footprint	EJ-6: Workforce Readiness	EAC-6: Aging in the Community	EE-6: Poverty Prevention & Alleviation	HS-6: Hazard Mitigation	NS-6: Working Lands
BE-7: Transportation Choices	CE-7: Waste Minimization				HS-7: Safe Communities	

PROGRESS IN OBJECTIVES MEASURED BY OUTCOMES & ACTIONS

GOALS

Ex: Equity & Empowerment

BROAD SUSTAINABILITY THEMES WITH COMMUNITY-LEVEL ASPIRATIONS

OBJECTIVES

Ex: Poverty Prevention & Alleviation

SUBCATEGORIES THAT MOVE THE COMMUNITY TOWARD THE GOAL

OUTCOME MEASURES

Ex: Demonstrate progress towards reducing the % of residents living below the poverty line by 50% by 2030 (partial credit available)

ACTION MEASURES

Ex: Connect low-income community members with workforce development programs to strengthen hard and soft work skills

STAR COMMUNITIES

Sustainability Tools for Assessing & Rating Communities

EVALUATION MEASURE: Community-Level Outcomes

Greenhouse Gas Mitigation

Achieve greenhouse gas emissions reductions throughout the community

15 points

Outcome 1: Community-wide Greenhouse Gas Emissions

Demonstrate incremental progress towards achieving a 28% reduction by 2025 and/or an 80% reduction by 2050 in community-wide GHG emissions (partial credit available)

Baseline Year	Years to 2050	Reduction per Year
2000	50	1.60%
2005	45	2.78%
2010	40	2.00%

STAR COMMUNITIES

Sustainability Tools for Assessing & Rating Communities

Greenhouse Gas Mitigation

Achieve greenhouse gas emissions reductions throughout the community

15 points

EVALUATION MEASURE:
Local Actions

1. Conduct a communitywide GHG Inventory every 5 years

2. Adopt a climate action plan designed to reduce GHG emissions throughout the jurisdiction

3. Establish a local GHG emissions target to be used as guidance for local govt. planning processes and decision-making

4. Create an education and outreach campaign to engage residents and businesses in GHG reduction efforts

5. Establish a climate change advisory group to engage diverse community stakeholders in GHG reduction strategies

6. Analyze disproportionate and unintended consequences of mitigation activities and demonstrate activities that engage groups that are most likely to be negatively impacted

7. Create incentives to improve opportunities for distributed generation of renewable energy sources

8. Implement actions identified in the climate action plan that are intended to transition towards use of alternative modes of transportation and low-emissions vehicles

9. Implement specific programs and services or create facility upgrades that reduce waste in the community

INNOVATION & PROCESS

Communities can receive additional credit in STAR by demonstrating sustainability efforts outside of the traditional 7 goal areas. Sections include:

- IP-1: Best Practices & Processes
  - Comprehensive Planning
  - Public Engagement Techniques
  - Innovative Codes & Ordinances
  - Sustainability Education
- IP-2: Exemplary Performance
- IP-3: Local Innovation
- IP-4: Good Governance
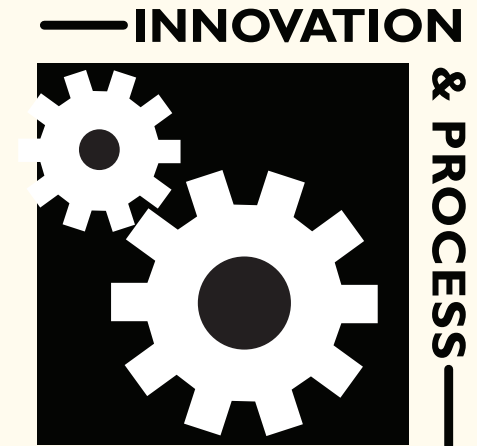
WHAT MAKES STAR DIFFERENT?

- By and for local governments

- Consensus-based approach included experts from public, private & academic sectors

- Flexible tool puts power in the hands of local govt.

- Robust third party verification ensures credibility of data and results

- Quantitative AND qualitative indicators

- Awards overall measurable progress and the steps that you are taking to get there

- Blend of national data sets and local data

- Breadth and depth of topics

STAR COMMUNITIES

SUSTAINABILITY TOOLS FOR ASSESSING & RATING COMMUNITIES

SO HOW ARE CITIES AND COUNTIES USING STAR??

STAR Communities helps local leaders set goals, measure progress & improve their communities!

APPLYING THE STAR FRAMEWORK

SET GOALS: Planning & Policy Making

MEASURE PROGRESS: Performance Management

IMPROVE YOUR COMMUNITY

Alignment and Integration

Annual Reporting — Leading STAR Community Indicators

STAR Certified — Leadership Program

DIY Reporting

Post-Certification Services

STAR COMMUNITIES

Sustainability **T**ools for **A**ssessing & **R**ating Communities

Cities can engage in annual reporting and benchmarking via the Leading Indicators Project.

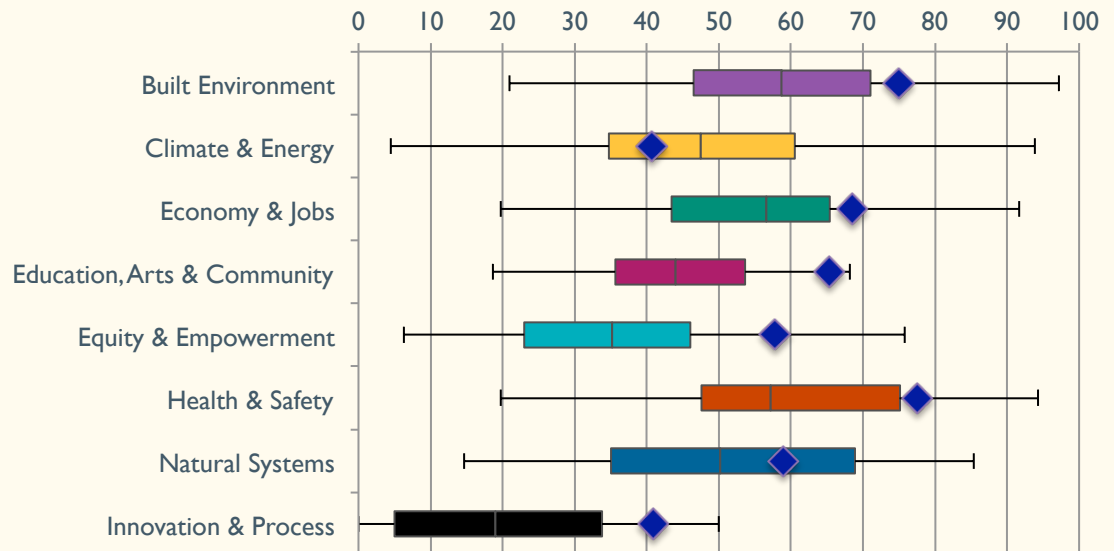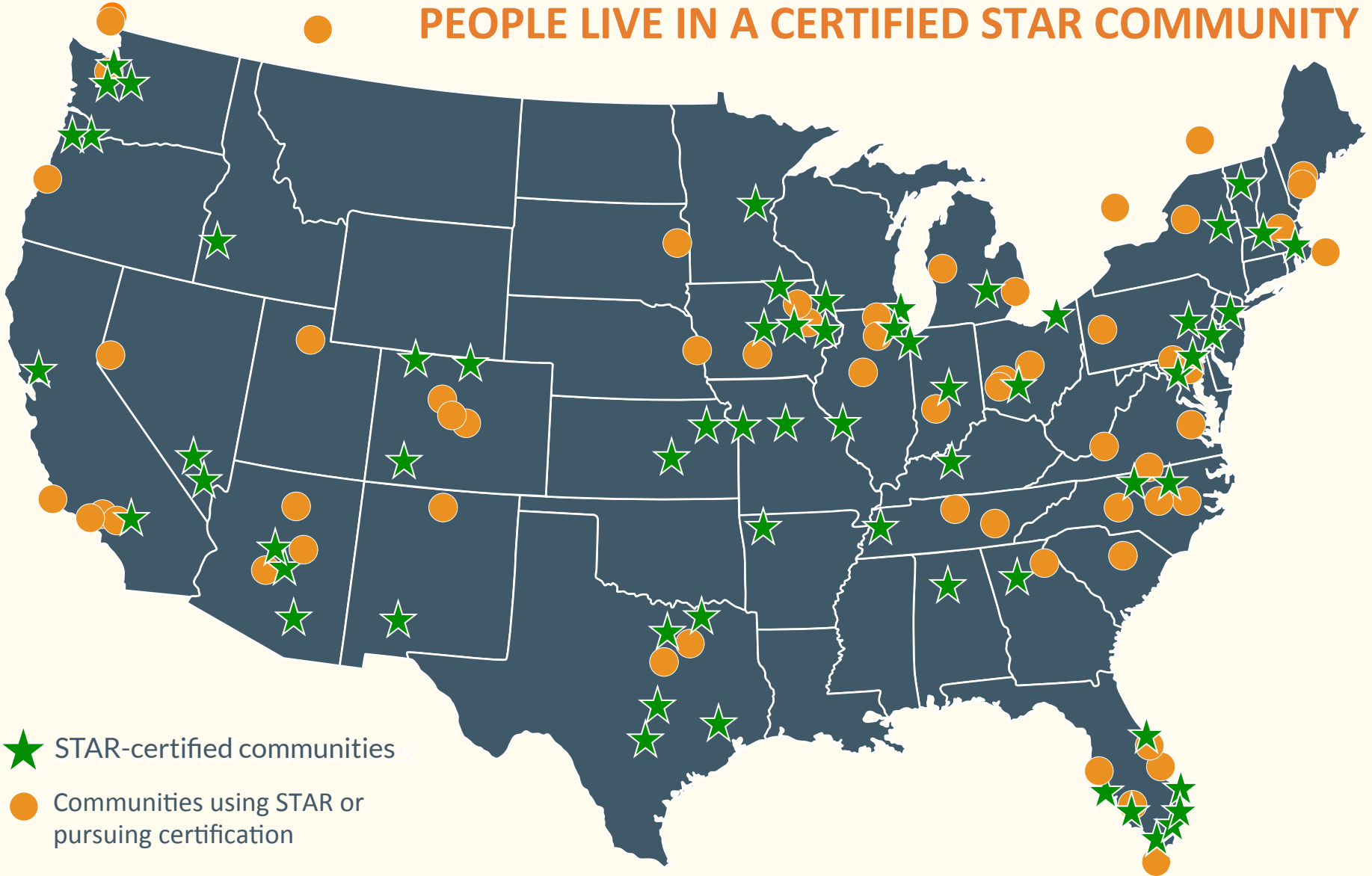| DRINKING WATER QUALITY	RENEWABLE ELECTRICAL ENERGY SUPPLY	EMPLOYMENT
SAFE WASTEWATER MANAGEMENT	TOTAL SOLID WASTE	MEDIAN HOUSEHOLD INCOME
HOUSING AND TRANSPORTATION COSTS	THIRD GRADE READING PROFICIENCY	LIVING WAGES
TRANSPORTATION MODE SPLIT	HIGH SCHOOL GRADUATION RATE & GRADUATION RATE EQUITY	FOOD SECURITY AND ASSISTANCE
TRANSPORTATION SAFETY	ENVIRONMENTAL JUSTICE, RISK AND EXPOSURE	ACCESS TO HEALTHFUL FOOD
CLIMATE ADAPTATION, VULNERABILITY ASSESSMENT	EQUITABLE ACCESS & PROXIMITY TO FOUNDATIONAL COMMUNITY ASSETS	VIOLENT CRIME RATE
GREENHOUSE GAS EMISSIONS	BUSINESSES	DESIGNATED GREEN INFRASTRUCTURE

Or receive an independently verified assessment of local sustainability through STAR Certification.

Goal Area	Points Achieved	Points Missed	Points Available	Percent Achieved
Built Environment	75.0	25.0	100	75%
Climate & Energy	40.7	59.3	100	41%
Economy & Jobs	68.6	31.4	100	69%
Education, Arts & Community	65.3	4.7	70	93%
Equity & Empowerment	57.8	42.2	100	58%
Health & Safety	77.5	22.5	100	78%
Natural Systems	59.0	41.0	100	59%
Innovation & Process	41.0	9.0	50	82%
Totals	484.8	235.2	720	67%

STAR COMMUNITY RATING ®

STAR COMMUNITIES | Sustainability Tools for Assessing & Rating Communities   CITY OF IOWA CITY

STAR Certification Results Report

City of Iowa City, IA
Certified 4-STAR Community
March 2016

STAR COMMUNITY RATING ®

24,094,588

PEOPLE LIVE IN A CERTIFIED STAR COMMUNITY

★ STAR-certified communities

● Communities using STAR or pursuing certification

Cities **align** plans with the STAR framework;

integrate STAR's standards into policies, budgets, targets, and dashboards;

EQUITY

Ensure 65% of Angelenos live within ½ mile of a park or open space by 2025

Percentage of LA residents living within walking distance of a park or open space

55% Current as of Dec 2014   75% Dec 2025 Target   Measuring

EQUITY

Ensure all low-income Angelenos live within 1/2 mile of fresh food by 2035

Number of low-income LA residents without grocery retail within ½ mile

414,384 residents Current as of Dec 2010   0 residents Dec 2035 Target   Measuring

Redevelopment of Regional Transportation Corridors Action Statements	Status
Develop a U.S. Highway 75 Corridor Plan to guide infill and redevelopment efforts.	PENDING
Update the Urban Centers Study to reevaluate locations that may serve as catalysts for redevelopment.	PENDING
Adopt regulatory strategies that permit or incentivize residential, employment, and other diverse uses in locations identified for compact complete centers.	PENDING
Develop design guidelines for residential development adjacent to expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.	PENDING

STAR COMMUNITIES

Sustainability Tools for Assessing & Rating Communities

and **adopt** strategies from STAR.

Regional Reading
Food Policy and
Action Council
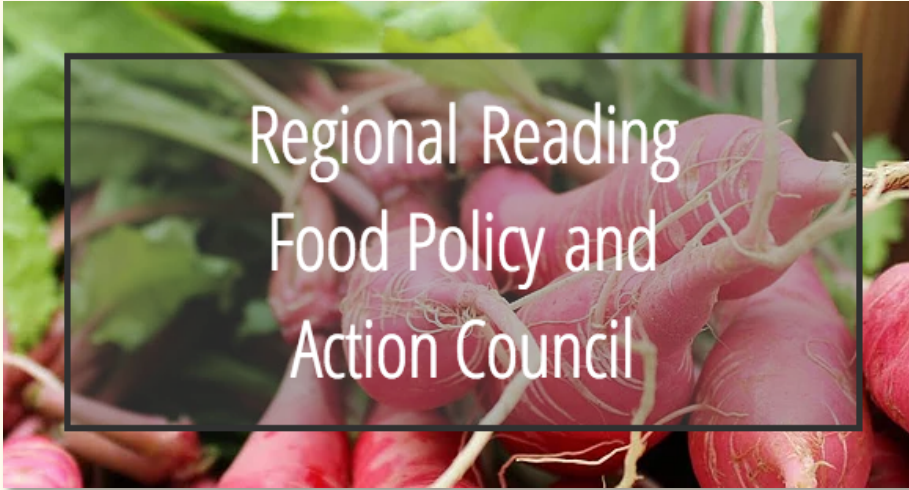
Cities use their results to identify gaps,

EQUITY & EMPOWERMENT   75.8 / 100

+	EE-1: Civic Engagement	10.5 / 15
+	EE-2: Civil & Human Rights	10 / 10
+	EE-3: Environmental Justice	5.3 / 15
+	EE-4: Equitable Services & Access	18.8 / 20
+	EE-5: Human Services	12.4 / 20
+	EE-6: Poverty Prevention & Alleviation	18.8 / 20

EQUITY & ENVIRONMENT AGENDA

STAR Category	2015 Score	2015 Identified Areas for Improvement	Progress and Future Focus
BUILT ENVIRONMENT — **Built Environment** Achieve livability, choice, and access for all where people live, work, and play.	79.9%	Increase affordable housing alternatives.	• Created 'Source of Income Committee' and began implementing recommendations • Utilizing Tax Increment Financing to promote affordable housing options. • Promoting mixed-use development in and around downtown and planned along Southwest Arterial, JFK Corridor, Central Avenue Corridor
CLIMATE & ENERGY — **Climate + Energy** Reduce climate impacts through adaptation and mitigation efforts and increase resource efficiency.	60.5%	Coordinate preparation and response plans to create a more resilient community	• Developing a joint county-wide Hazard Mitigation Plan • Multiple transportation improvements to reduce emissions including installation of roundabouts and construction of the Southwest Arterial • Multiple solar energy installations in place or underway • Green Dubuque, a very active organization promoting climate and energy issues
EDUCATION, ARTS & COMMUNITY — **Education, Arts + Community** Empower vibrant, educated, connected, and diverse communities	77.0%	Increase the percentage of students at Grade-Level Reading	• Dubuque won a 2017 All-America City Award for efforts to help young children improve their reading skills • Dubuque maintains a very active arts and cultural scene, and social/cultural vibrancy recommendations in this plan call for increased opportunities to bring people of different cultures together
EQUITY & EMPOWERMENT — **Equity + Empowerment** Ensure equity, inclusion, and access to opportunity for all citizens	42.2%	Ensure equitable access to community assets and human services programs Develop community-wide plans for environmental justice and poverty reduction.	• Circles Initiative and Inclusive Dubuque both continue to do great work to promote equity and empowerment • All recommendations within the Imagine Dubuque Comprehensive Plan have been examined for impact on equity • Actively working to clean-up older industrial sites near downtown and creating new industrial parks with appropriate buffers and modern development standards

prioritize investment with employees and stakeholders,

and **communicate results** with the public.

WHY STAR?

- Out-of-the-box solution with nationally vetted metrics and best practices

- Certification provides an independent, third party verification of current sustainability conditions and identifies strengths and weaknesses

- So many important issues to focus on – education, health, economy, water and air quality – how to choose where to spend limited money and capacity?

- Brings community stakeholders together around a shared vision and common language for sustainability

- Promotes transparency, accountability, and ROI

STAR COMMUNITIES | **S**USTAINABILITY **T**OOLS FOR **A**SSESSING & **R**ATING COMMUNITIES

FOR MORE INFORMATION

Lacey Shaver

Community Engagement Manager

lacey@starcommunities.org

(855) 890-7827 ext. 105