



# STAR COMMUNITIES

SUSTAINABILITY  
TOOLS FOR  
ASSESSING &  
RATING COMMUNITIES

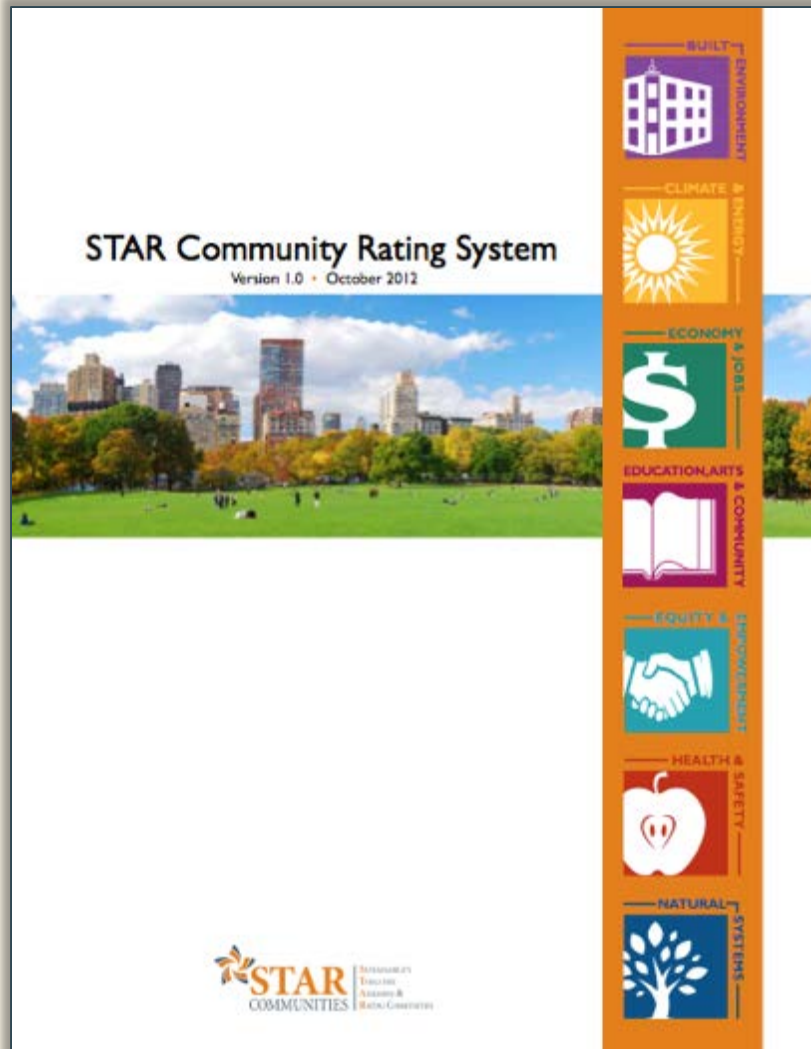
SET GOALS. MEASURE  
PROGRESS.  
IMPROVE YOUR COMMUNITY.



***STAR Communities is a 501(c)(3) nonprofit organization that works to evaluate, improve, and certify sustainable communities. We help cities and counties achieve a healthy environment, a strong***

**www.STARcommunities.org**

# STAR COMMUNITY RATING SYSTEM



The STAR Community Rating System (STAR) is the nation's first comprehensive framework and certification program for measuring local sustainability. STAR was built by and for local governments.

# COMMON FRAMEWORK FOR SUSTAINABILITY

*How do we measure sustainability?*  
*What does sustainability mean?*



**Goal Area**  
 CLICK HERE TO see what we have already accomplished!

BE - BUILT ENVIRONMENT	CE - CLIMATE & ENERGY	EJ - ECONOMY & JOBS	EE - EQUITY & ENGAGEMENT	HS - HEALTH & SAFETY	NS - NATURAL SYSTEMS
Be-1 Ambient Noise & Light	Ce-1 Climate Adaptation	Ej-1 Business Retention & Development	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	Ee-2 Civil & Human Rights	Hs-2 Community Health & Health System	Ns-2 Invasive Species
Be-3 Compact & Complete Communities	Ce-3 Greening the Energy Supply	Ej-3 Local Economy	Ee-3 Environmental Justice	Hs-3 Emergency Prevention & Response	Ns-3 Natural Resource Protection
Be-4 Housing Affordability	Ce-4 Industrial Sector Resource Efficiency	Ej-3 Local Economy	Eac-2 Community Cohesion	Hs-4 Food Access & Nutrition	Ns-3 Natural Resource Protection

**Legend:**

- Goal Area Acronym: Gc
- Goal Area: GOAL AREA
- Goal Icon: Leaf icon
- Prioritized Objective (objectives we plan to tackle in this plan): Go-1
- Goal Objective: GOAL OBJECTIVE
- Objective Number: G-1
- Goal Objective (not a current plan priority): GOAL OBJECTIVE

**Prioritized Objective**  
 CLICK HERE to review how

# STANDARD SET OF METRICS

*How do we choose from all of the indicators and metrics that are available?*



**Sustainable Santa Monica**

Arts and Culture, Community and Education Civic Participation, Economic Development, Environmental and Public Health, Housing, Human Dignity, Open Space and Land Use, Resource Conservation, Transportation

**2012 Sustainable City Report Card**

city of minneapolis 2012 **SUSTAINABILITY** report

The City of Minneapolis is committed to citywide economic opportunity, social equality, and environmental sustainability. For the seventh year in a row, the City is tracking progress on 26 sustainability indicators. Monitoring these indicators helps us understand the state of our community and focus on what needs to be done to preserve and enhance our quality of life for future generations.

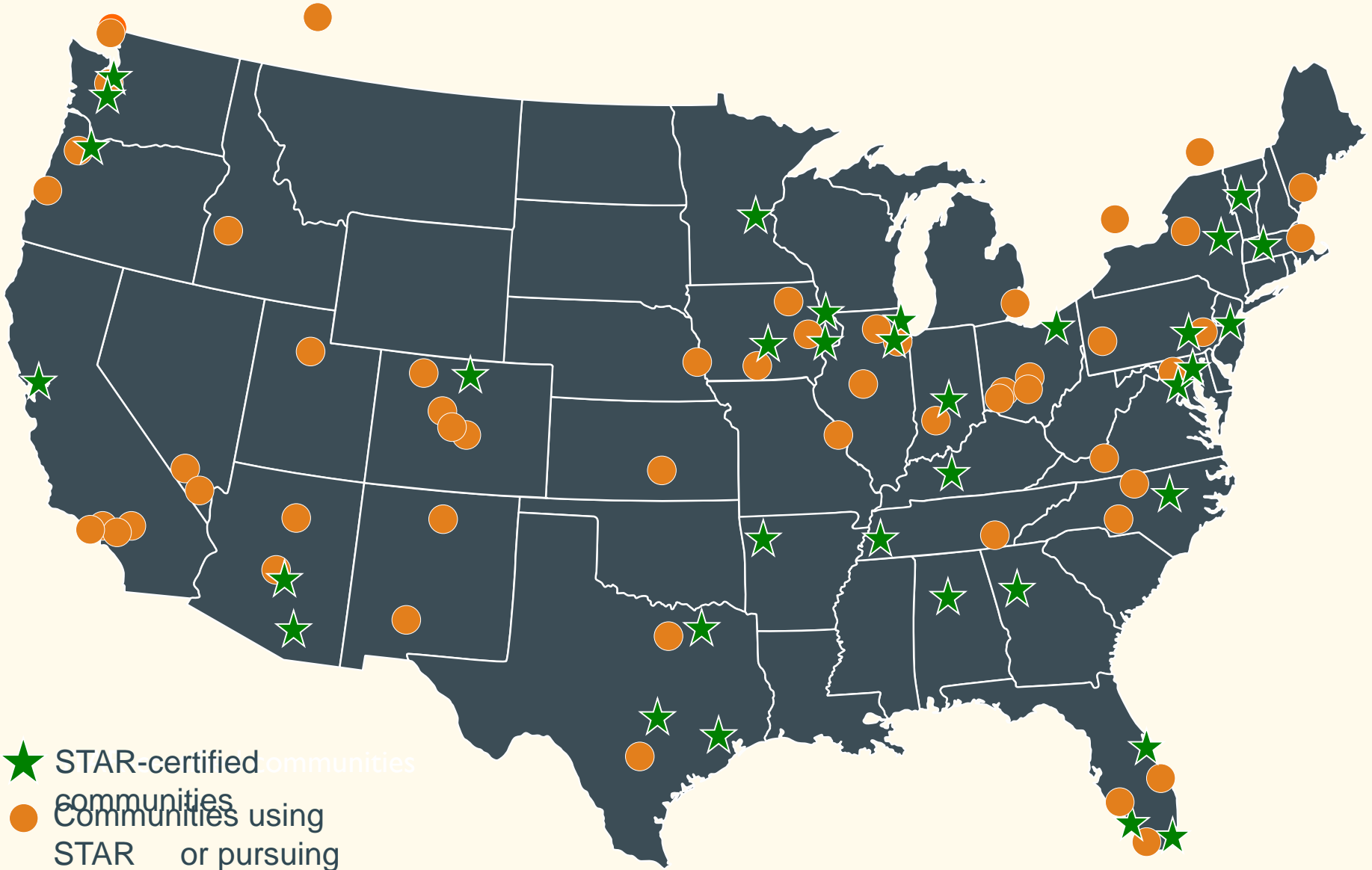
To learn more about each sustainability indicator and what is being done to achieve Minneapolis' sustainability goals, visit our new website:  
[www.minneapolismn.gov/sustainability/indicators](http://www.minneapolismn.gov/sustainability/indicators)

# GAIN NATIONAL RECOGNITION

*We need a certification program that challenges us and leverages us forward, faster.*



# NEARLY 100 COMMUNITIES ARE USING STAR... THAT'S OVER 40 MILLION PEOPLE!



- ★ STAR-certified communities
- Communities using STAR or pursuing certification

# WHO IS STAR CERTIFIED?

*Thirty-six communities have received a verified STAR Community Rating since November 2013.*



## 5-STAR Community

- Baltimore, MD
- Northampton, MA
- Seattle, WA

## 4-STAR Community

- Austin, TX
- Dubuque, IA
- Plano, TX
- Tucson, AZ
- Broward County, FL
- Evanston, IL
- Portland, OR
- Washington, DC
- Burlington, VT
- Louisville, KY
- Raleigh, NC
- Davenport, IA
- Memphis, TN
- Tacoma, WA

## 3-STAR Community

- Albany, NY
- Des Moines, IA
- Indianapolis, IN
- Reading, PA
- Atlanta, GA
- El Cerrito, CA
- Lee County, FL
- Riverside, CA
- Birmingham, AL
- Fayetteville, AR
- Monroe County, FL
- Rosemount, MN
- Chandler, AZ
- Fort Collins, CO
- Palm Bay, FL
- Woodbridge, NJ
- Cleveland, OH
- Houston, TX
- Park Forest, IL



# LEADERSHIP STAR COMMUNITY PROGRAM

STAR Communities is now serving our 66<sup>th</sup> Leadership STAR Community! Leadership communities continue to report that 1:1 support from STAR staff is the highest value of program.



The Spring 2015 Leadership STAR Communities include:

Abington Township, PA  
Boise, ID  
Cambridge, MA  
Columbus, OH

**Henderson, NV**  
**Iowa City, IA**  
**San Antonio, TX**  
**Steamboat Springs, CO**

# STAR FRAMEWORK



# THE STAR COMMUNITY RATING SYSTEM

Local leaders use the rating system's menu of 7 goals and 44 objectives to prioritize then measure progress across social, economic and environmental categories.

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts & Community	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light	Climate Adaptation	Business Retention & Development	Arts & Culture	Civic Engagement	Active Living	Green Infrastructure
Community Water Systems	Greenhouse Gas Mitigation	Green Market Development	Community Cohesion	Civil & Human Rights	Community Health & Health System	Invasive Species
Compact & Complete Communities	Greening the Energy Supply	Local Economy	Educational Opportunity & Attainment	Environmental Justice	Emergency Prevention & Response	Natural Resource Protection
Housing Affordability	Industrial Sector Resource Efficiency	Quality Jobs & Living Wages	Historic Preservation	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality
Infill & Redevelopment	Resource Efficient Buildings	Targeted Industry Development	Social & Cultural Diversity	Human Services	Indoor Air Quality	Water in the Environment
Public Spaces	Resource Efficient Public Infrastructure	Workforce Readiness		Poverty Prevention & Alleviation	Natural & Human Hazards	Working Lands
Transportation Choices	Waste Minimization				Safe Communities	

# ALIGNS WITH STRATEGIC AND LONG-RANGE PLANNING



The Connected Oasis



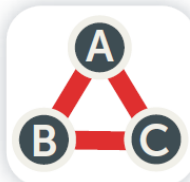
Prosperity



Health



Environment



Connect People & Places



Celebrate Our Diverse Communities & Neighborhoods



Strengthen Our Local Economy



Build the Sustainable Desert City



Create an Even More Vibrant Downtown



Plans



Codes



Operations



Financing



Partnerships



Knowledge



IPlanPHX

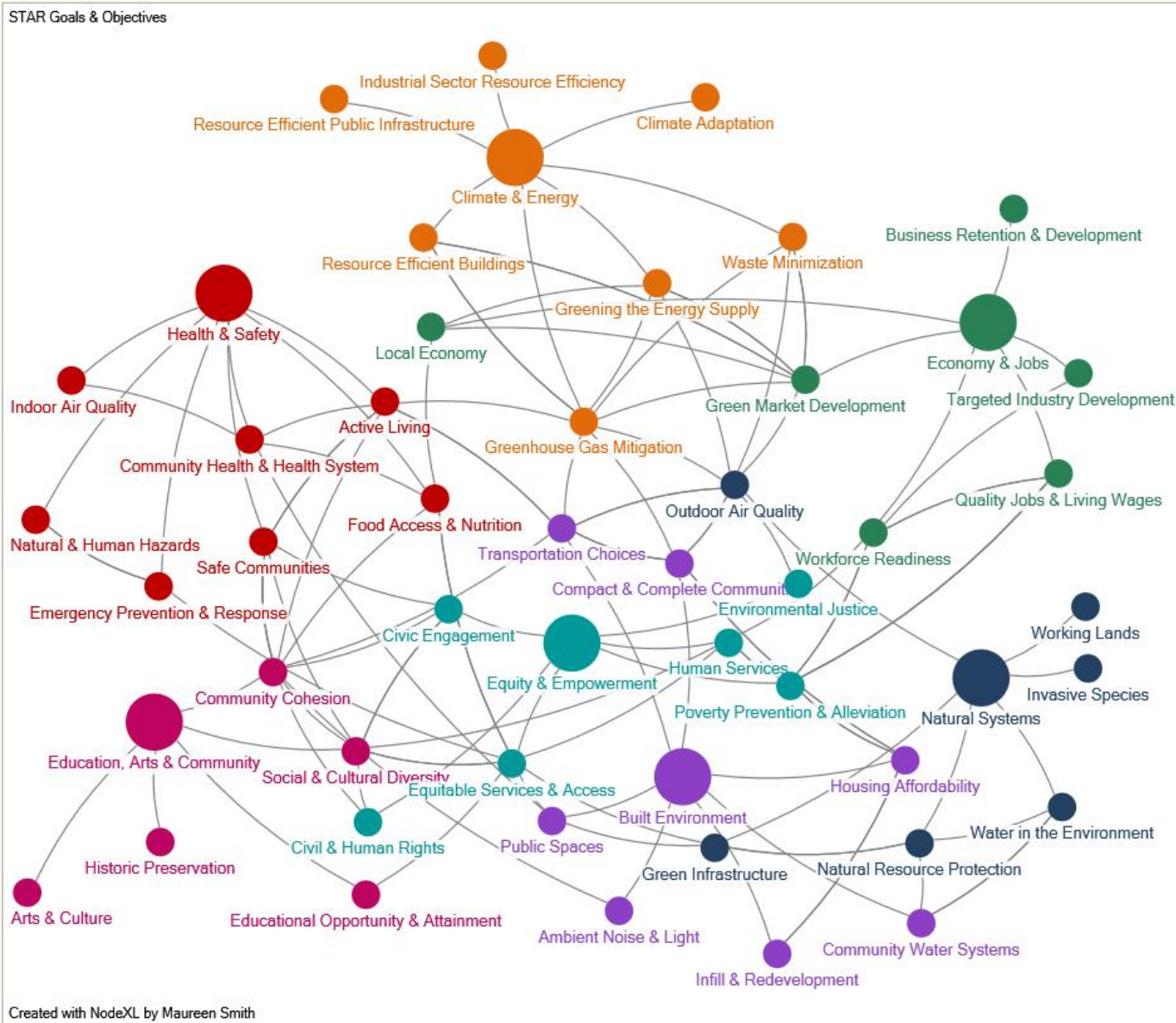
STAR provides framework for achieving

STAR Goal Areas reflect Core Values in PlanPHX.

STAR Outcomes provide metrics.

STAR Actions offer ideas for Tools, Policies, and

# PROVIDES OPPORTUNITY FOR INCLUSION, COORDINATION & EFFICIENCIES



# THE STAR FRAMEWORK

## 7 GOALS

Example: Built Environment

BROAD SUSTAINABILITY THEMES  
WITH COMMUNITY-LEVEL  
ASPIRATIONS

## 44 OBJECTIVES

Example: Housing Affordability

SUBCATEGORIES THAT MOVE THE  
COMMUNITY TOWARD THE GOAL

## 108 OUTCOME MEASURES

Example: Demonstrate that 10% of units built  
are dedicated as subsidized affordable housing

## 408 ACTION MEASURES

Example: Require, incentivize, or  
subsidize creation of affordable housing

516 EVALUATION MEASURES USED TO ASSIGN  
POINTS

# COMMUNITY LEVEL OUTCOMES

Outcomes are **community-scale results**:  
the measureable aim or purpose of each Objective

- Each Objective has between 1 and 4 Outcomes
- Outcomes are the quantitative measurement of an Objective
- An Outcome may have multiple parts or options



Measured using:

- **Trend Lines** that capture progress over time
- **Thresholds** that establish a specific limit above or below which the community would receive full credit

# LOCAL ACTIONS

Actions are the *steps you take* to achieve the Outcomes. STAR has 9 Action Types:

## PREPARATORY ACTIONS

- Education and Outreach
- Plan Development
- Policy and Code Adjustment
- Partnerships and Collaboration
- Practice Improvements
- Inventory, Assessment or Survey

## IMPLEMENTATION ACTIONS

- Programs and Services
- Facility and Infrastructure Improvement
- Enforcement and Incentives







# EVALUATION MEASURE: Community-Level Outcomes

## Outcome 1: Total Solid Waste

Demonstrate incremental progress towards achieving a 100% reduction by 2050 in total solid waste generated within the jurisdiction that is disposed of via landfill or incinerator.

### WASTE MINIMIZATION

*Reduce and reuse material waste produced in the community*

15 points

Baseline Year	Years to 2050	Reduction per Year
2000	50	2.00%
2005	45	2.22%
2010	40	2.50%



## WASTE MINIMIZATION

*Reduce and reuse  
material waste  
produced in the  
community*

*15 points*

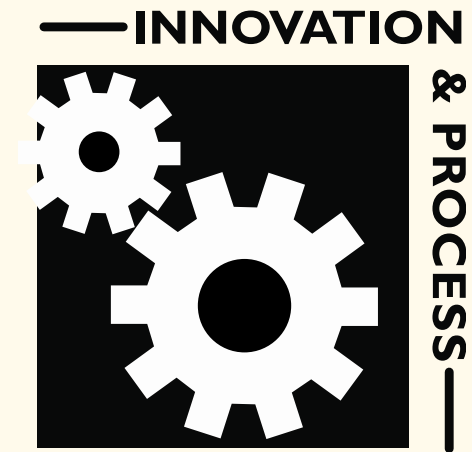
# EVALUATION MEASURE: Local Actions

1. Create a Waste Management Plan
2. Adopt specific product bans that will significantly advance progress towards waste reduction goals
3. Create a public education campaign or a targeted outreach effort for residents and businesses
4. Develop or participate in a regional coalition that enhances jurisdiction's ability to address waste management targets
5. Implement incentives or enforce regulations ensuring that residents and businesses work toward reductions targets
6. Provide services to enable residents and businesses to recycle and reduce their waste footprint
7. Collaboratively create and run at least 2 targeted recycling programs at key locations throughout the community
8. Operate at least 2 specific waste management programs for critical waste stream types found in

# INNOVATION & PROCESS

Communities can receive additional credit in STAR for demonstrating *innovation and best practices* outside of the traditional 7 goal areas. Sections include:

- IP-1: Best Practices & Processes
  - Comprehensive Planning
  - Public Engagement
  - Codes and Ordinances
- IP-2: Exemplary Performance
- IP-3: Local Innovation
- IP-4: Regional Priorities



# POINTS & SCORING

GOAL AREA	POINTS AVAILABLE
Built Environment	100
Climate & Energy	100
Education, Arts & Community	70
Economy & Jobs	100
Equity & Empowerment	100
Health & Safety	100
Natural Systems	100
Innovation & Process	50
<b>TOTAL</b>	<b>720</b>

# PURSUING STAR CERTIFICATION



# CERTIFICATION LEVELS

To drive continuous improvement, STAR Communities manages a certification program that allows communities to analyze their sustainability performance based upon the Rating System. Certification lasts for 3 years.

## Member STAR Community

*A community that has expressed a commitment to the STAR Communities' mission and is using the STAR Community Rating System informally*

## Reporting STAR Community

*Currently pursuing certification*

## Certified 3-STAR Community (200-399 points)

*Recognized for sustainability leadership*

## Certified 4-STAR Community (400-599 points)

*Recognized for national excellence*

## Certified 5-STAR Community (600+ points)

*Recognized as top tier achiever in national sustainability*



# ABOUT THE LEADERSHIP PROGRAM

The Leadership STAR Community Program convenes a diverse mix of cities and counties dedicated to pursuing certification in the STAR Community Rating System. The program provides extensive support and training to help jurisdictions get organized then gather and report data for certification.

Communities gain a faster and more effective start to reporting and certification through structured education and support programs. Additionally, STAR staff is there to support the community throughout the entire data collection and verification process.

The Leadership Program is a transformative experience for communities – it provides a springboard for civic engagement, cross-agency coordination, integrated budgeting and performance management, partnerships with philanthropy, and economic development.



*Spring 2014 Leadership Program Cohort at the kickoff training in Fort Lauderdale, FL.*

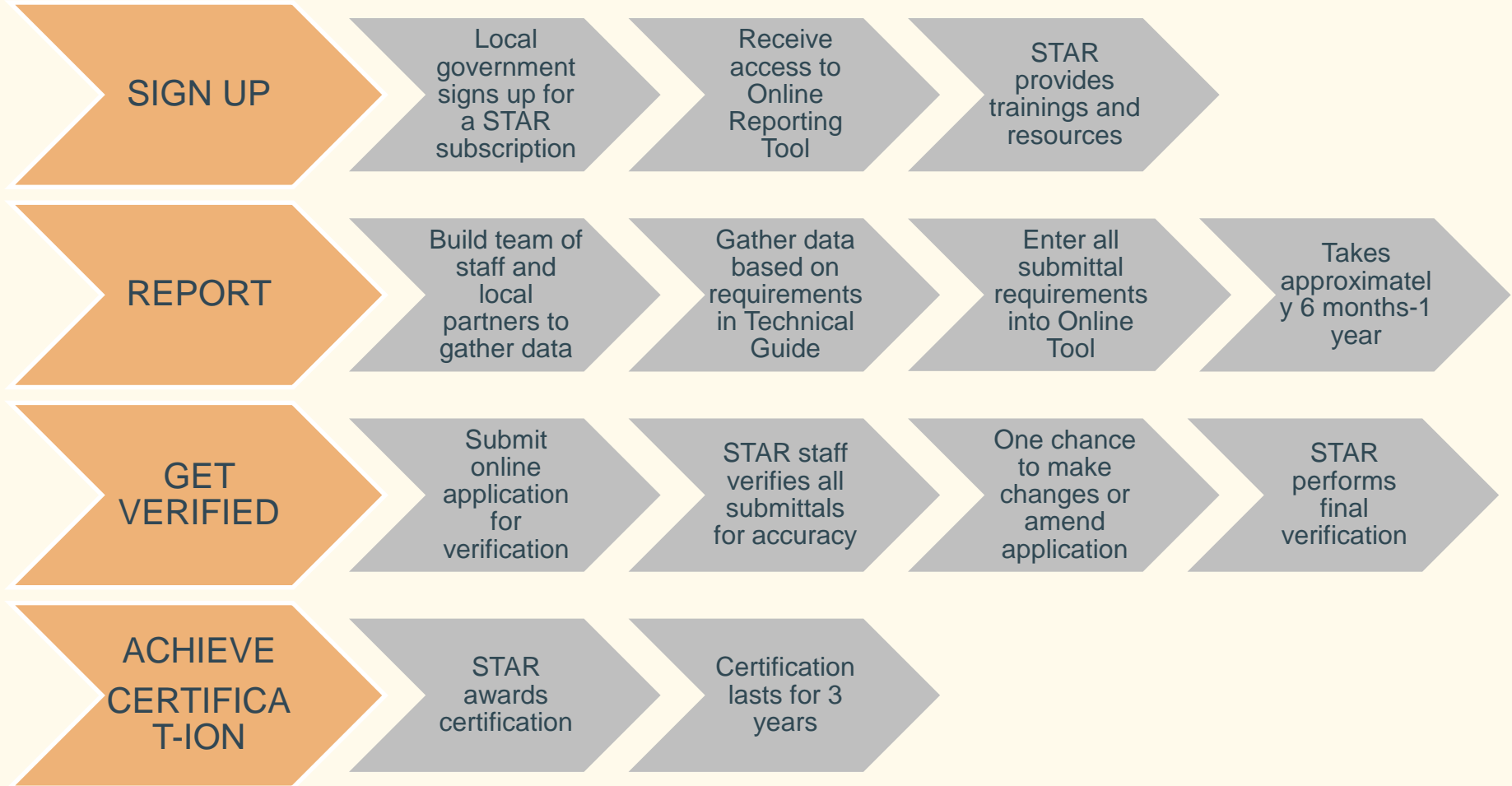
# PROGRAM BENEFITS

The Leadership STAR Community Program was launched in 2014 and is based upon our successful pilot program. The Fall 2015 Program will be the 4<sup>th</sup> cohort of Leadership Communities. The program runs for one year and includes the following benefits:

- A 2-day in-person orientation workshop with other Leadership communities
- A dedicated STAR coordinator throughout the year
- One year of membership in the STAR network with STAR Member Community benefits
- Ongoing educational programs and networking opportunities with other Leadership communities
- A copy of the Technical Guide to the STAR Community Rating System
- Access to STAR's customized online Reporting Tool to store and track sustainability data
- Access to STAR's on-call content experts and advisers
- Basic STAR PR media services to assist in local storytelling
- Verification of the community's submission to receive an official STAR certification
- Recognition as a national sustainability leader



# CERTIFICATION PROCESS

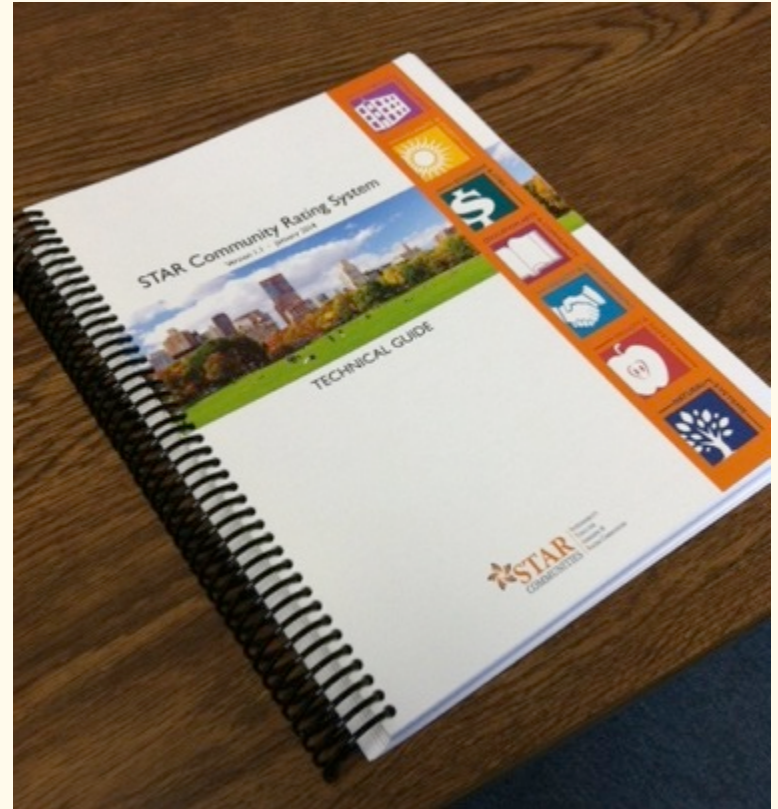


# TECHNICAL GUIDE TO THE RATING SYSTEM

The Technical Guide is the how-to manual to STAR. It includes:

- Data sources and step-by-step instructions for all STAR evaluation measures
- Best practices & examples of communities leading the way
- Submittal requirements for certification

*The Technical Guide comes with all community subscriptions and is also available for purchase at [www.STARcommunities.org](http://www.STARcommunities.org).*



# STAR ONLINE REPORTING TOOL

Arts & Culture    Community Cohesion    Educational Opportunity & Attainment    **Historic Preservation**    Social & Cultural Diversity

OUTCOMES    **ACTIONS**

### PROGRAMS AND SERVICES

9. Provide local financial assistance to low- and moderate-income homeowners, residents, seniors, and/or businesses vulnerable to rising real estate values and maintenance costs associated with historic preservation

Provide the name and a brief description of the program or service

Number of residents or businesses receiving assistance within the past 3 years

Describe the compelling characteristics of the program or service that advances progress towards the desired Outcome(s)

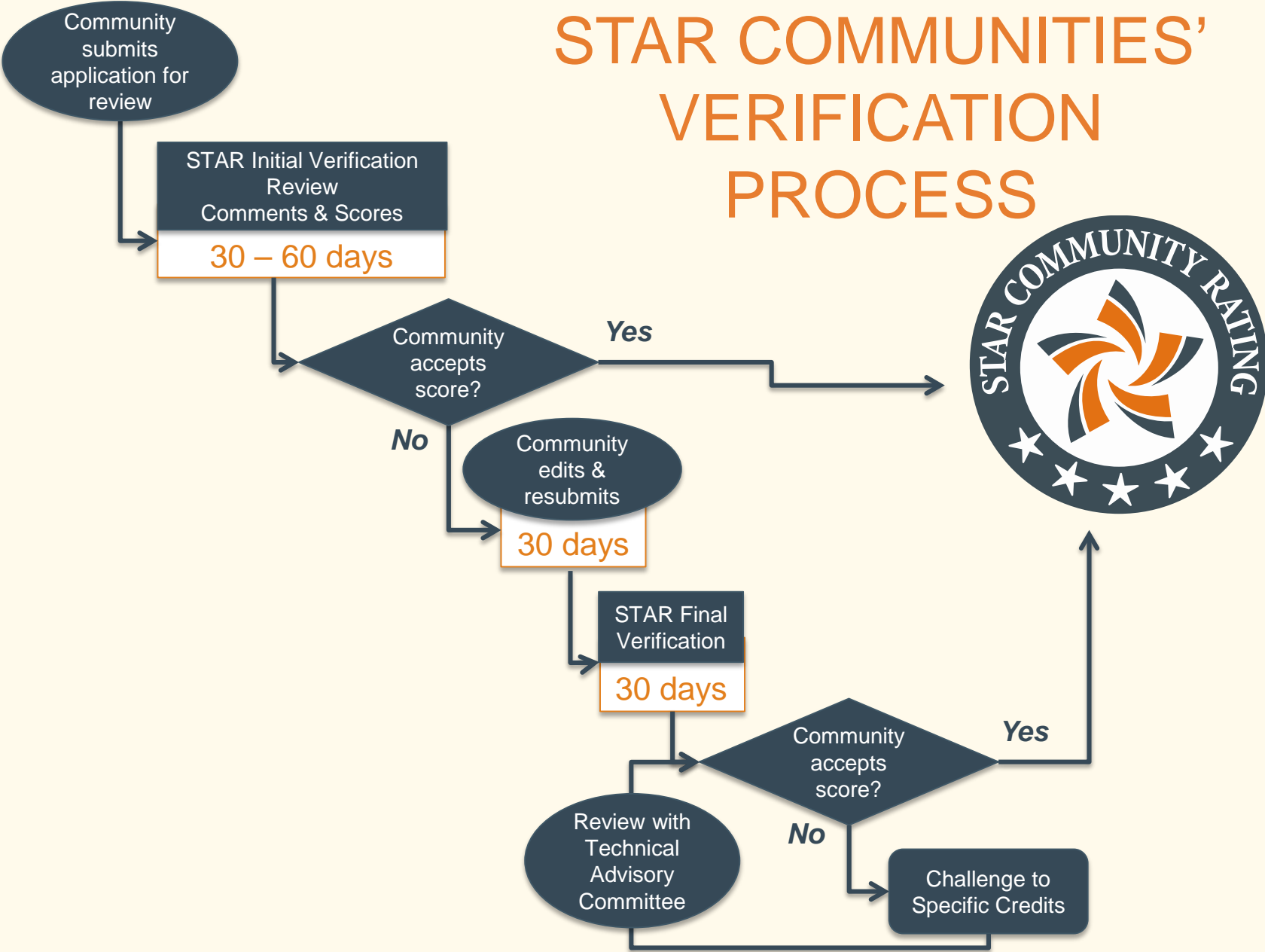
1 - 2 paragraph description

Date program or service was created or implemented



To pursue certification, communities use STAR's online application tool to report on evaluation measures.

# STAR COMMUNITIES' VERIFICATION PROCESS



# THE IMPACT OF STAR CERTIFICATION



# CATALYST FOR ACTION

Davenport, IA's Hilltop Campus Village was close to meeting the Compact & Complete Center designation; they reduced travel speeds on Main Street to 25MPH and met the threshold.



## Other examples:

- Memphis expedited adoption of the HUD supported GreenPrint Plan
- Reading, PA adopted a Zero Waste Resolution and established a Food Policy Council in advance of verification

### Reading seeks 3-star rating from nonprofit organization

By Carole Duran - Reading Eagle correspondent

READING - The Reading Environmental Advisory Council got application from Brian Kelly, executive director of ReDesign R

STAR, an acronym for Sustainability Tools for Assessing and R by STAR Communities, a nonprofit organization. It works to he healthy environment, strong economy and sustainable future.

Kelly said Tuesday that the city's STAR application was submit take up to 45 days for the city to be evaluated and given a rating

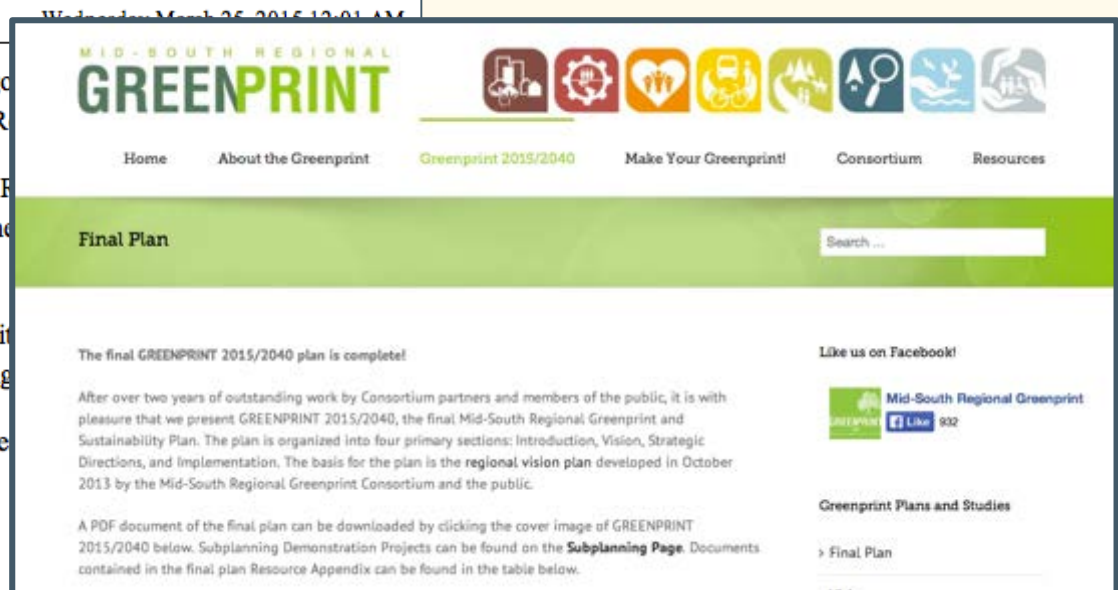
Rating points are given for ordinances and measurable initiative community education.

The city hopes for a 3-star rating.

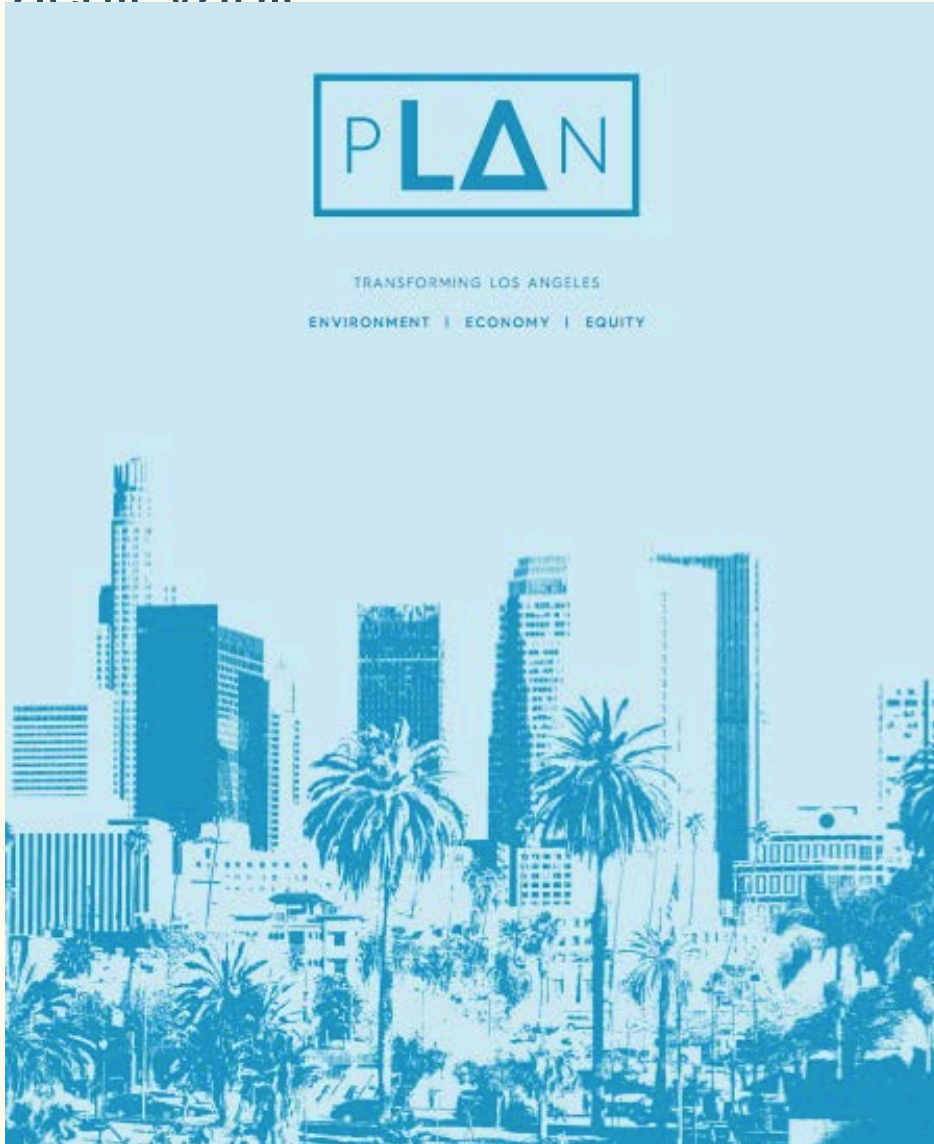
"Demonstrating increased access to the most vulnerable populations" will be a consideration as the city works to improve its STAR rating, Kelly said.

City Council's plan to pass a zero-waste resolution will also work to improve the rating.

The city has a goal of reaching a 100-percent solid waste diversion program by 2050.



Los Angeles performed an initial assessment using our online tools and anticipated a 4-STAR Community Rating was achievable



Plan goals include to:

- Pursue 3<sup>rd</sup>-party sustainable city certifications
- Achieve a 4-STAR Community Rating, by 2017
- Achieve a 5-STAR Community Rating by 2025





# IDENTIFY GAPS & PRIORITIZE INVESTMENT



## Seattle's Equity & Environment Initiative

- Gaps identified through STAR Certification informed Mayor's equity initiative
- Local priorities include determining who is and isn't benefiting from Seattle's progress and engaging people of color, immigrants and refugees, low-income and limited-English proficiency individuals in environmental programs and implementation



## EQUITY & EMPOWERMENT

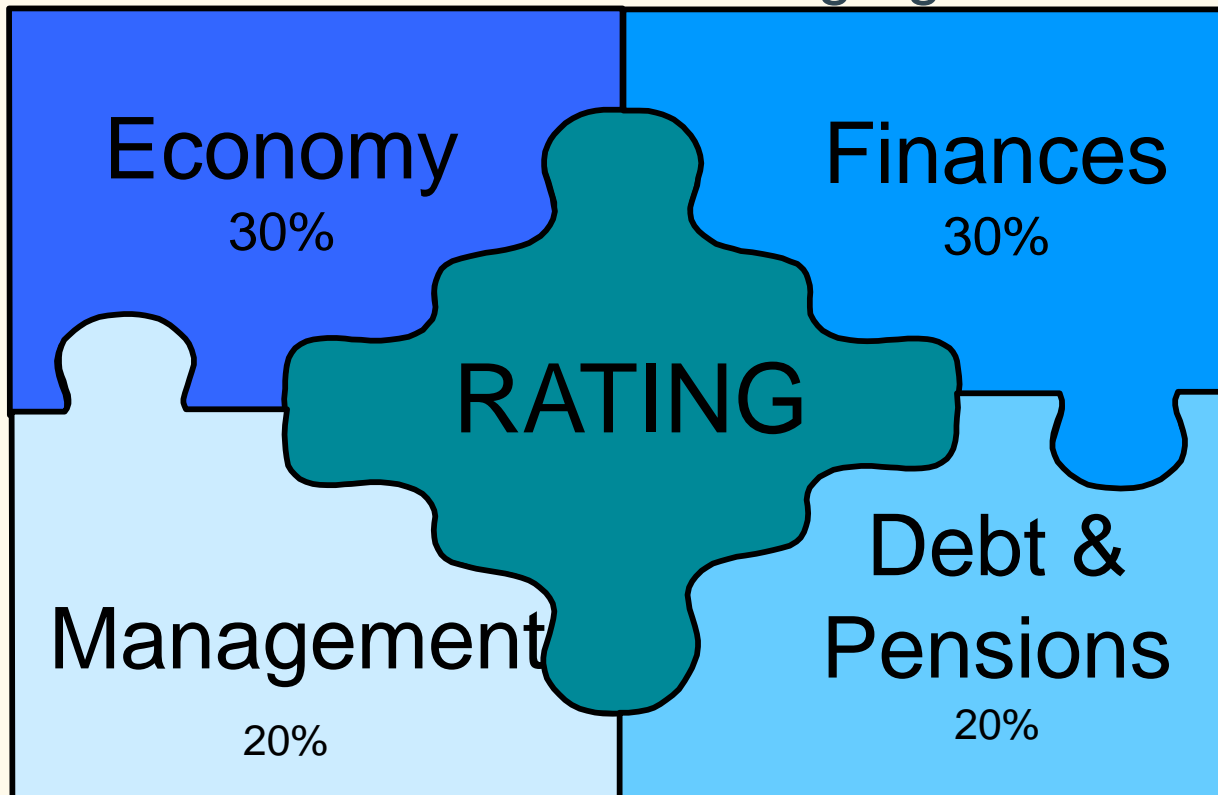
75.8 / 100

+ 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



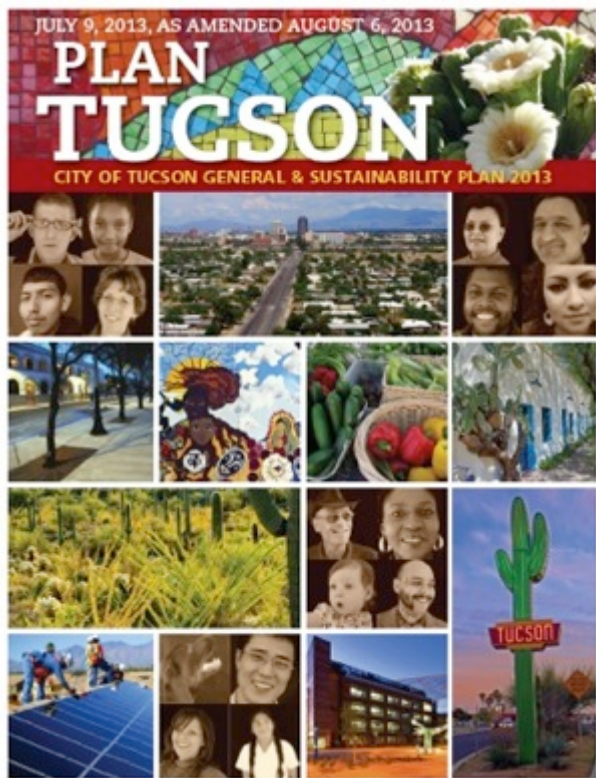
# DEMONSTRATING CREDIT-WORTHINESS TO BOND RATING AGENCIES

A commitment to sustainability, performance measurement, and continuous improvement demonstrates forward-looking planning and management best practices to bond rating agencies.



# STRENGTHENING PLANS AND POLICIES

Cities like Tucson, AZ; Washington, DC; and Indianapolis, IN have incorporated STAR's evaluation measures into adopted General Plans, Sustainability Plans, and Annual Reports.





## Integrating the STAR Community Rating System into Comprehensive Planning

Local comprehensive plans are often regarded for the same reason they are ridiculed. While they establish the community's ideal vision for its future, complaints that these plans too often end up "on the shelf" without resulting in meaningful change frustrates planners and the public alike.

To increase accountability for results, Plano, TX and Phoenix, AZ have incorporated metrics and best practices from the [STAR Community Rating System](#) into their comprehensive plans. STAR uniquely combines a robust framework for local sustainability together with a third-party certification program to recognize communities that achieve sustainability outcomes or have adapted the practices that will lead them there.

Whether or not communities decide to pursue STAR certification, the following case studies show how cities and counties can use the rating system to guide the development and measure implementation of their comprehensive plans.

### STAR Communities

777 N. Capitol St. NE, Suite 500,  
Washington, DC 20002  
STARcommunities.org  
(855) 890-STAR

*"STAR was essential to developing our plan, and we intend to use it in implementation to measure success of the plan actions moving forward"*

- Lori Schwarz, AICP, Comprehensive Planning Manager for the City of Plano.

When Plano launched its comprehensive plan update in 2009, the city was at a transition point. The city's existing plan from 1986 came from a perspective of generating new growth - in fact, much of Plano's housing stock was built between the 1970s and 2000s. Now, less than 1% of the land zoned for residential is vacant and Plano has three times the national average amount of retail space. With the population still growing but becoming more diverse and aging along with the shopping malls, Plano needed a new vision.

Plano's new comprehensive plan, [Plano Tomorrow](#), focuses on maintaining and redeveloping its current assets in order to remain a vibrant, resilient, sustainable and complete city in the future. The recession drove home this vision; while the Dallas-Fort Worth area fared relatively well compared to other parts of the country, the City of Plano chose to be fiscally conservative and ensure the city was prepared to respond to the changing national economic conditions. During that time, some major projects, such as the comprehensive plan, were suspended to ensure the city maintained the highest quality of services for Plano residents.

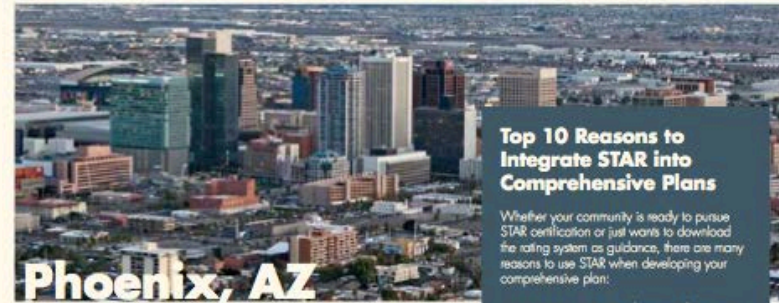
When the planning effort restarted in 2013, it was well-timed to utilize STAR. Plano was accepted into STAR Communities' [Leadership Program](#), which provides extensive technical and peer support for communities seeking STAR certification. The Long-Range Planning Division led the completely in-house comprehensive plan process while the Department of Environmental Health took the lead on collecting data for STAR.

"The cross-department collaboration on these parallel efforts was extremely useful," said Schwarz. "It ensures that departments across the city are moving in the same direction and that important conversations were had before plans and programs are established."

The Plano team also discovered that STAR helped to round out the plan by identifying areas where they had not received public feedback and capturing ideas that were already in practice or under discussion, but had not yet been formally placed in a planning document, such as creating a 20-year solid waste plan or conducting a community health impact assessment.

The data collected for STAR will be used to evaluate the success of Plano Tomorrow's implementation as part of the city's performance measures program. "STAR provides a good measuring stick for the long-term," said Schwarz, "it will help us determine if we are meeting our goals."

# Plano, TX and Phoenix, AZ integrated STAR into their comp and general plans.



## Top 10 Reasons to Integrate STAR into Comprehensive Plans

Whether your community is ready to pursue STAR certification or just wants to download the rating system as guidance, there are many reasons to use STAR when developing your comprehensive plan.

10. STAR can help identify metrics for some areas that are harder to quantify, such as equity.
9. STAR metrics give the community a way to measure and track the plan's success over time.
8. STAR metrics provide good indicators to communicate progress to the public.
7. Timing the comprehensive plan process simultaneously with pursuing STAR certification can make data collection easier for all departments.
6. Cross-department collaboration ensures that all departments are working towards the same goals and identifies new ways they can work together.
5. Aligning the comprehensive plan with STAR's nationally vetted framework adds legitimacy and context to the plan's goals.
4. STAR's framework can illuminate gaps in the comprehensive plan draft about important ideas that didn't come up during public meetings.
3. STAR's framework can point out programs and policies that are already in place but have not yet been formally captured in the comprehensive plan.
2. STAR encourages the community to set ambitious targets to reach higher levels of sustainability and livability.

And the #1 reason is . . .

Achieving STAR certification at the end of the comprehensive planning process can boost feelings of accomplishment and civic pride, creating momentum for plan implementation.

*"Including STAR metrics in Phoenix's 10-year update to the City's General Plan just made sense"*

- Josh Bednarek, Principal Planner for the City of Phoenix.

"The Mayor charged us with making the plan more user-friendly, since the previous plan was 500 pages," said Bednarek. "We really liked the layout and framework that STAR provides in allowing the reader to dive into the topic area and very quickly figure out what we were going to do to address that."

To simplify the message, city staff focused on two questions: "What are the things you love about Phoenix?" and "What are your big ideas?"

Over the 2.5-year process, the City held 150 meetings and collected input from 1,300 web users that generated 9,700 big ideas to consider. The feedback resulted in the vision of Phoenix becoming a "connected oasis" and identified 5 core values to underpin [PlanPHX](#): celebrate diverse communities and neighborhoods, strengthen the local economy, connect people and places, build the sustainable desert city, and create an even more vibrant downtown.

Since Phoenix was also pursuing STAR certification at the same time, city staff used STAR's framework and metrics as a guide. "STAR's Outcomes provided metrics that really dovetailed well with our five core values," said Bednarek. "It was a really valuable tool for us to highlight where our plan lined up and point out things we hadn't addressed, either because they aren't required by state statute or the ideas hadn't come up in conversation with the public."

Alignment with PlanPHX also helped with data collection for STAR. As Rosanne Albright, Brownfields Program Manager, said, "Since Phoenix is such a big city that has so many programs going on at once, it really helped that all the departments were already collecting data for the general plan. In some cases, especially in the area of equity, STAR helped to identify new metrics that we can track to make sure we are meeting our goals."

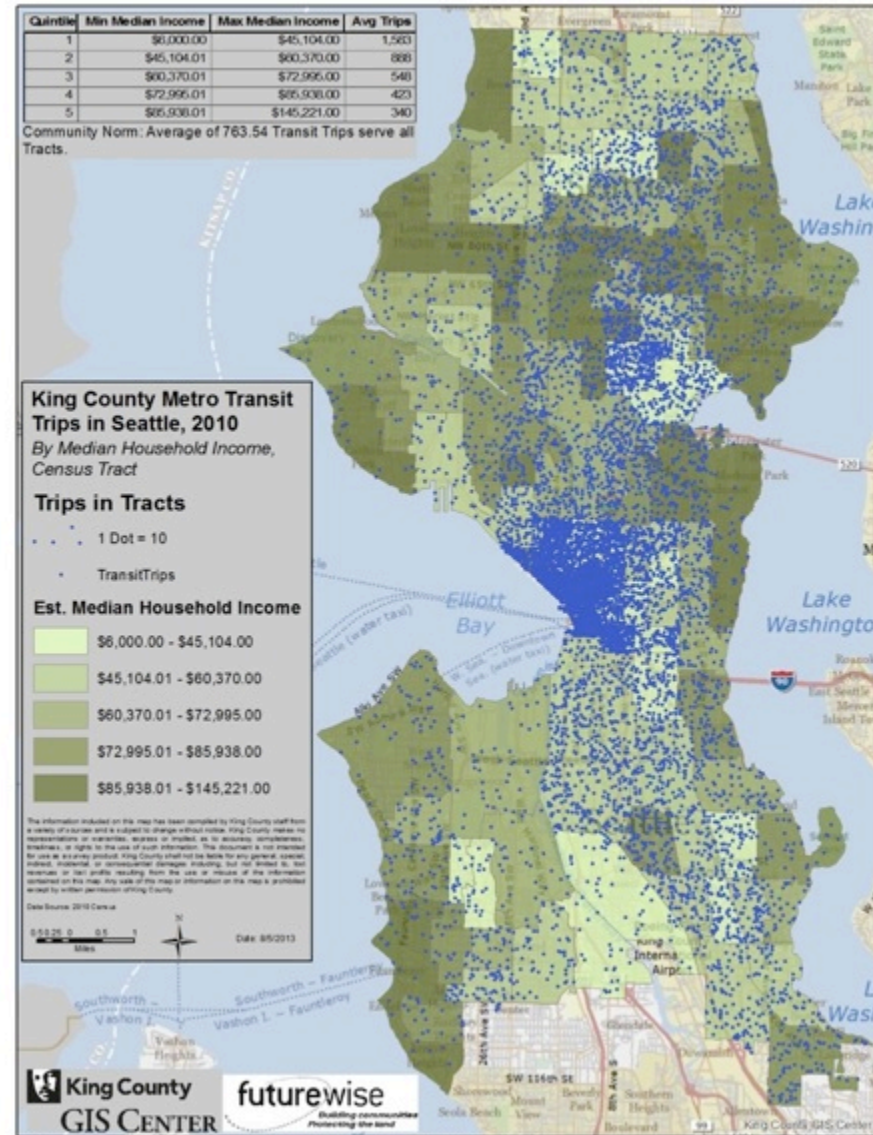
Now that the general plan is nearing completion, attention is turning towards implementation. "How we're going to measure success, that's where STAR will really come in handy," said Bednarek. "In some cases, we're not quite there yet, but thanks to PlanPHX and STAR, we're well on our way."



STAR Communities • STARcommunities.org • (855) 890-STAR  
777 N. Capitol St. NE, Suite 500, Washington, DC 20002  
Photos courtesy of the City of Plano and the City of Phoenix

# FACILITATING REGIONAL DECISION MAKING

Communities like Seattle and King County, WA; Burlington and Chittenden County, VT and Las Vegas and Henderson, NV are aligning performance metrics, identifying ways to streamline work and increase results, and are coordinating with funders and partners to see results.



# CELEBRATING SUSTAINABILITY PROGRESS

Certification creates opportunities to celebrate local sustainability progress, and acknowledge all of the partners that contribute to local sustainability. It is also a great media opportunity!



# BRANDING SUSTAINABILITY COMMUNITY-WIDE

Broward County, FL developed a 4-STAR Broward Branding Toolkit to educate community partners and local leaders on how to leverage the STAR rating to increase economic development opportunities

**CONGRATULATIONS**

**BROWARD COUNTY**  
FLORIDA

**A Certified 4-STAR Community**

The Very First County in the Nation to be Recognized for National Excellence in Sustainability

**STAR COMMUNITY RATING**

Please join us for a discussion on how we can celebrate our new community-wide 4-STAR rating

Hosted by  
Mayor Barbara Sharief  
Commissioner Kristin Jacobs  
County Administrator Bertha Henry

4 STAR Broward  
Marketing Professionals Meeting  
Friday, September 19th • 8:30 am  
Room 422  
Broward County Governmental Center  
Refreshments included.

**STAR COMMUNITY RATING**

**BROWARD COUNTY**  
Proud Certified  
4-STAR Community

**First 4-STAR County in the Nation!**

Broward County successfully earned 436 points in the assessment, becoming the first Certified 4-STAR County in the nation on February 11, 2014.

**Proud Certified 4-STAR Community**

**STAR COMMUNITY RATING**

Sustainable Environment • Strong Economy • Vibrant Community

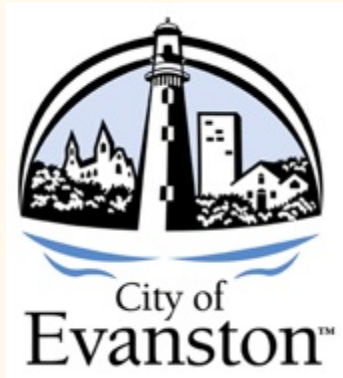
**BROWARD COUNTY**  
FLORIDA

Recognized for National Excellence in Sustainability

**4-STAR.Broward.org**

# BUILDING A CULTURE OF LOCAL SUSTAINABILITY

Evanston, IL is using STAR to build on past livability initiatives and fully engage the community in “creating the most livable city in America.”



## Strategic Plan

*“Creating the Most Livable City in America”*



*Healthy Environment, Strong Economy, Thriving Community*



## Livability Plan

*Reduce Carbon Emissions 20% by 2016*

**Creating  
the Most  
Livable City**



# EVANSTON'S LIVABILITY ACADEMY

Evanston's Livability Academy will be attended by all city staff, and then rolled out to the community. Covers sustainability and livability in Evanston and asks participants:

*"How does your work help make Evanston the Most Livable City? What else can we do to make Evanston the Most Livable City?"*



- 75 staff per session
- 13 total sessions
- 3.5 hours each
- 6.5 minute video
- 31 presenters
- 6 TED talks



# IMPROVING TRANSPARENCY & ACCOUNTABILITY THROUGH PUBLIC FACING REPORTING

## TUCSON, ARIZONA

The City of Tucson joined the STAR network as a Pilot Community in November 2012. As a Pilot, the community greatly helped to improve STAR through a year-long testing and evaluation period of the STAR Community Rating System and its associated tools and products.

### Level of Achievement

4-STAR Community

### Elected Official

Mayor Jonathan Rothschild

### Date of Certification

06/08/2014

### Contact

Leslie Ethen

### Population

580,000

## REGISTERED COMMUNITIES



## REPORT

### BUILT ENVIRONMENT

53.8 / 100

+ BE-1: Ambient Noise & Light	1.5 / 5
+ BE-2: Community Water Systems	15 / 15
+ BE-3: Compact & Complete Communities	10.6 / 20
+ BE-4: Housing Affordability	2.2 / 15



RESOURCES

MENU

PRELIMINARY FINAL SCORE		APPROVED FINAL SCORE		EXPORT DATA	
	602.1/720		605.7/720		Request
BUILT ENVIRONMENT		CLIMATE & ENERGY		ECONOMY & JOBS	
	IN PROGRESS 88.7/100		IN PROGRESS 84.5/100		IN PROGRESS 85.4/100
BE-1: Ambient Noise & Light	4.7/5	CE-1: Climate Adaptation	14.6/15	EJ-1: Business Retention & Development	18.4/20
BE-2: Community Water Systems	14.6/15	CE-2: Greenhouse Gas Mitigation	20/20	EJ-2: Green Market Development	14.1/15

# COMMUNICATING MORE EFFECTIVELY ON SUSTAINABILITY

**BROWARD.org**  
Our Best. Nothing Less.

STAR COMMUNITY RATING

Home STAR Rating System Our Certification Get Involved Photo Gallery

**STAR COMMUNITIES**  
SUSTAINABILITY TOOLS FOR ASSESSING & RATING COMMUNITIES

**STAR COMMUNITIES**

5 STAR COMMUNITY WHAT'S NEXT ABOUT STAR

**The Nation's Most Sustainable City**

Seattle has been recognized as a 5-STAR Community - and the nation's most sustainable city - by STAR Communities, the nation's first rating system to evaluate livability and sustainability of U.S. communities. The STAR Community Rating System is a comprehensive framework and certification program for evaluating local sustainability, ahead, and measure

Tacoma's STAR Story...

1st in the nation

STAR First Community  
Participating STAR Community

Our process...

Our 4-STAR Results...

Pretty good, but so what?

3 years from now... can we be doing better?

**FAYETTEVILLE'S STRENGTHS** ★ ★ ★ ★ ★

The community of Fayetteville has made great strides in promoting and adopting sustainability policies and programs in recent years and this work is reflected positively in a number of STAR goal areas most notably:

The Built Environment - Educational, Arts & Community - Economy and Jobs - Natural System - Health and Safety

The community should be especially proud of our work in the areas of: parks and open spaces, community water and surface water quality, pedestrian and bicycle infrastructure, resource efficient building codes, business retention and development, arts and cultural amenities, educational opportunity and attainment, active living, food access and green infrastructure and safe communities.

46.7%	27.5%	48.8%	62.6%	13.2%	48%	34.5%
BUILT ENVIRONMENT	HEALTH AND SAFETY	ECONOMY AND JOBS	EDUCATIONAL, ARTS & COMMUNITY	NATURAL SYSTEM	WATER	WASTE

- About 4-STAR Broward
- Measures of Sustainability
- 2013 Accomplishments
- Marketing Tools
- Our Community Partners
- What's Next



## FOR MORE INFORMATION

[www.STARcommunities.org](http://www.STARcommunities.org)

[info@STARcommunities.org](mailto:info@STARcommunities.org)

(855) 890-STAR



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