How do we know when we get there?

Using STAR as guide

SSDN — Advancing Equity in Energy Efficiency

Partnership for Southern Equity — TOGETHER WE PROSPER

SEEA — SOUTHEAST ENERGY EFFICIENCY ALLIANCE

STAR Communities

Built by local governments to set a standard bar for measuring success in sustainability programming

MORE THAN 100 COMMUNITIES IN THE US AND CANADA ARE USING STAR…THAT'S OVER 40 MILLION PEOPLE.

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

STAR COMMUNITIES
SUSTAINABILITY
TOOLS FOR
ASSESSING &
RATING COMMUNITIES

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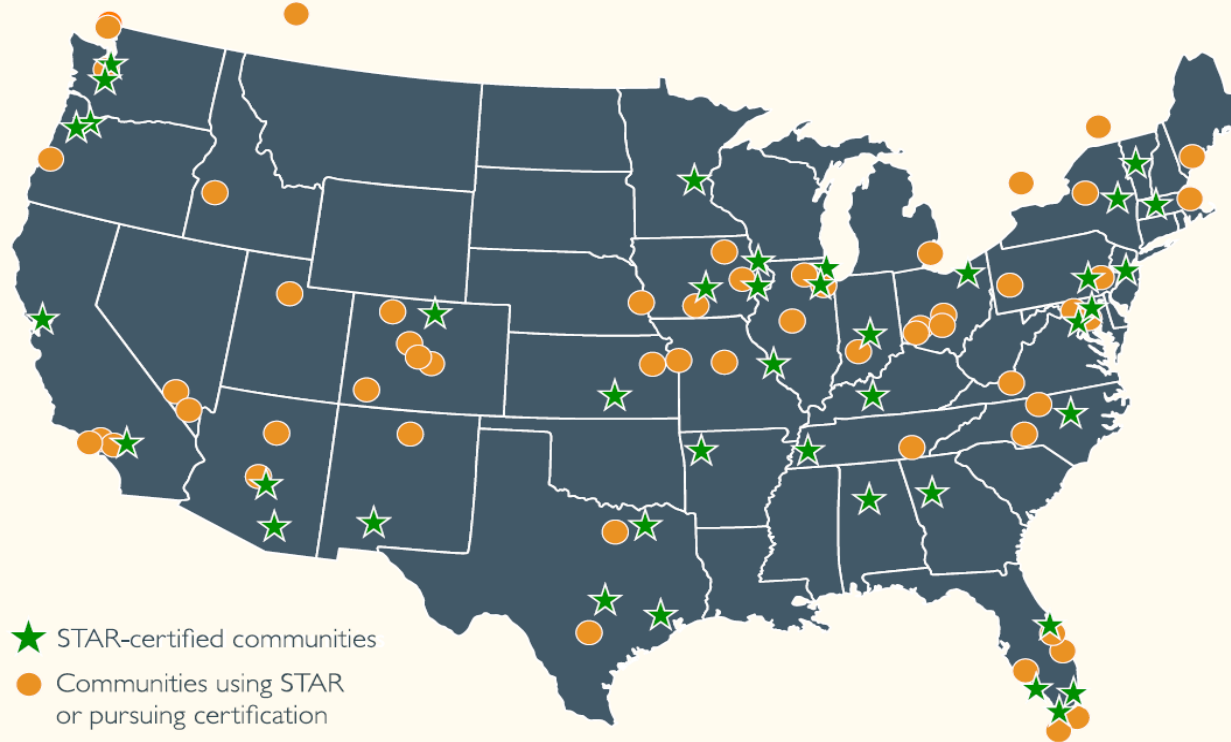
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STAR Rating System, V2

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

Source: http://www.starcommunities.org/

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Local Government Actions

- Actions are the steps you take to reach your desired Outcomes

- These are key interventions, decisions, investments, policies

- Can be taken by local government and/or through partnership with community organizations/other partners

Source: http://www.starcommunities.org/

Action Types	
Education and Outreach	Preparatory
Plan Development	
Policy and Code Adjustment	
Partnerships and Collaboration	
Practice Improvements	
Inventory, Assessment or Survey	
Enforcement and Incentives	Implementation
Programs and Services	
Facilities and Infrastructure Improvements	

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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

STAR COMMUNITIES | SUSTAINABILITY TOOLS FOR ASSESSING & RATING COMMUNITIES

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Traction in the Southeast

- Atlanta, GA ★★★
- Fayetteville, AR ★★★
- Birmingham, AL ★★★
- Blacksburg, VA
- Charlotte, NC
- Chattanooga, TN
- Louisville/Jefferson Co., KY ★★★★
- Memphis/Shelby Co., TN ★★★★
- Raleigh, NC ★★★★
- Rockingham County, NC
- Winston-Salem, NC

- Broward County, FL ★★★★
- Lee County, FL ★★★
- Bonita Springs, FL
- Islamorada, FL
- Monroe County, FL ★★★
- Palm Bay, FL
- Sarasota County, FL
- St. Petersburg, FL
- West Palm Beach, FL
- Hollywood, FL
- Coral Gables, FL
- Pinecrest, FL
- Marathon, FL

Certified, Reporting + Member Communities

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The Memphis Experience

- "Once we dug into the STAR framework, we realized that there are many things related to sustainability that aren't led by our office," said John Zeanah, Administrator of the Office of Sustainability. "STAR gave us a unique opportunity to look beyond our Sustainable Shelby plan and move outside our comfort zone to see what else was important for us to measure."

- "Given the size of our office, and our relative newness, relationships with others is how we get our work done," said Zeanah. "STAR really gave us the chance to engage agencies and contacts that we hadn't quite leveraged since our office came into existence."

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Source: http://www.starcommunities.org/

STAR + Equity

Objective Number	Objective Title and Purpose	Available Points
EE-1	**Civic Engagement:** Improve community well-being through participation in local decision-making and volunteering with community organizations	15
EE-2	**Civil & Human Rights:** Promote the full enjoyment of civil and human rights for all residents in the community	10
EE-3	**Environmental Justice:** Reduce polluted and toxic environments with an emphasis on alleviating disproportionate health hazards in areas where low-income residents and persons of color live	15
EE-4	**Equitable Services & Access:** Ensure equitable access to foundational community assets within and between neighborhoods and populations	20
EE-5	**Human Services:** Ensure high quality human services programs are available and utilized to guarantee basic human needs so that all residents lead lives of dignity	20
EE-6	**Poverty Prevention & Alleviation:** Prevent people from falling into poverty and proactively enable those who are living in poverty to obtain greater, lasting economic stability and security	20
Total Credit, Goal Area		**100**

Source: http://www.starcommunities.org/

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Measuring Equity: Community Outcomes

- Voter turnout rate

- % resolution of civil + human rights complaints

- % progress towards reducing risk/exposure (mitigation of community-identified priority contaminated sites)

- % increase in access and proximity by residents of diverse income levels and race/ethnicity to transit, libraries, schools, food, tree canopy, high speed internet, **energy efficiency incentives**

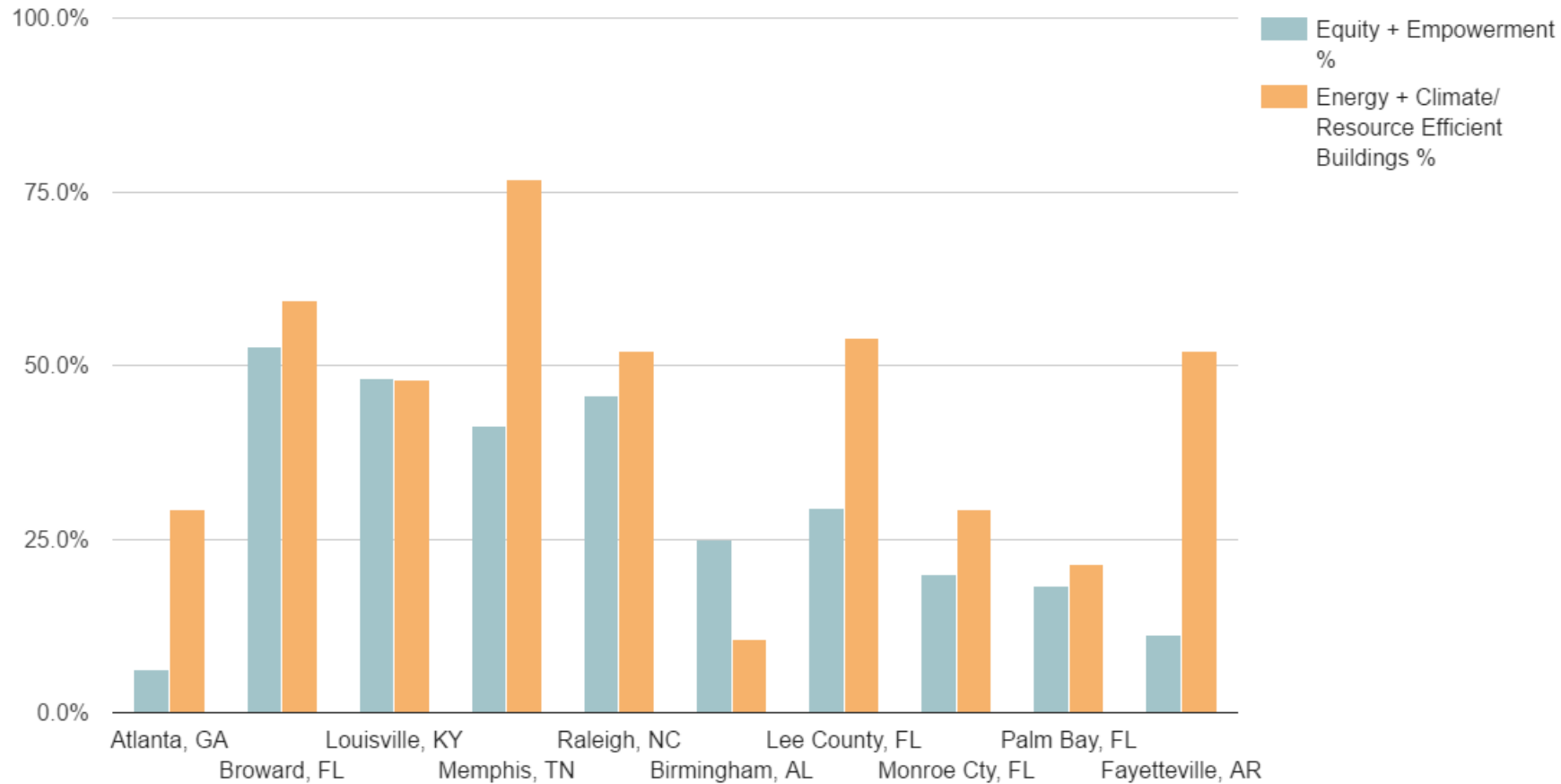- % decrease in residents living beneath poverty line

Source: http://www.starcommunities.org/

Measuring Equity: Local Actions

- Policy encouraging diversity in public position appointments

- Internal training on public engagement best practices

- Creation of civil rights commission

- Incorporate environmental justice and equity criteria in zoning, land use planning, permitting

- Creation of Community Benefits Agreements for development/clean up projects

- Adopt an equity plan that addresses access to amenities/services and consideration in decision-making and investments

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How Southern Cities Measure Up

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Public dashboard supports transparency

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Actions to Help Vulnerable Populations from Energy Efficient Buildings

- Building Codes + training inspectors

- Energy building disclosure ordinance

- Outreach + Education Programs

- Incentive Programs

- Partnerships – think of Existing Committees to work through

- Work w/local utilities to increase sub-metering

- Local hire/MBE cert.

- Equity Plan

KNOW WHERE YOU ARE STARTING FROM! Where are the greatest needs, and how have your past efforts helped them?

Source:

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IDENTIFY GAPS & PRIORITIZE INVESTMENT

Gaps identified through STAR Certification informed Seattle Mayor Murray's equity initiative:

- Local priorities include determining who is and isn't benefiting from Seattle's progress

- 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

LOCAL GOVERNMENT

TUESDAY 17, FEBRUARY 2015

Mayor Murray's new plans for more Seattle transparency, equity

Source: http://www.starcommunities.org/

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Insights

- There is value in using the standard even if not certifying
- **Equity is woven throughout the standard**
- V2 recently released

"If you want a future that's distinct from the past, you have to be with people who you aren't used to being with and have conversations that you're not used to having."

--Peter Block

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