



MCKINNEY GREEN

Building a Framework for a Sustainable Future

HDR



Outline

- *Public/Private Partnership*
- *A Common Framework for Implementation*
- *Comparative Study*
- *Priorities*
- *Recommendations*

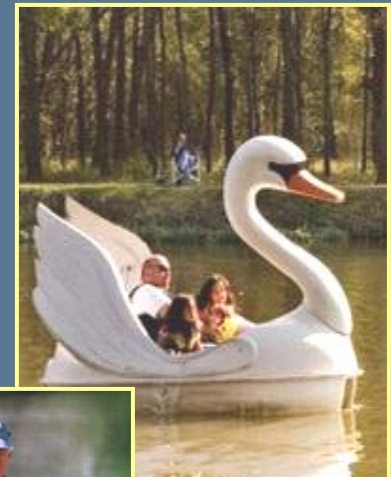
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Public / Private Partnership



Municipal Government



Businesses & Professionals

Consumers & Citizens

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Public / Private Partnership



Participation

Infrastructure

Training,
Marketing,
Incentives

3rd
Party

Education,
Rebates

Services

Peak Load
Reduction



Supply of green
professionals &
services

Demand
for green
services



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Public / Private Partnership



3rd
Party

Public Resources
Efficiency
and
Innovation

Public Resources
Conservation
ROI
POV



Supply

Demand

Market Transformation



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A Common Framework for Implementation

HARD INFRASTRUCTURE

Streets & Roads

Water/Wastewater

Solid Waste

Public Safety

Public Buildings

Parks

SOFT INFRASTRUCTURE

Mission or Vision

Principles

Plans

Policies

Programs

Codes/Ordinances

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A Common Framework for Implementation

FOR SUSTAINABILITY

***A cross-
disciplinary
approach with
performance
measures
(or indicators) as
feedback loops***

SOFT INFRASTRUCTURE

Mission or Vision

Principles

Plans

Policies

Programs

Codes/Ordinances

SUSTAINABILITY INITIATIVES

A Common Framework for Implementation

MISSION / VISION / PURPOSE

PRINCIPLES / Guiding / Operating

PLANS / GOALS

POLICIES

PROGRAMS

CODES & ORDINANCES

BASELINE / PERFORMANCE / PROGRESS

SUSTAINABILITY INITIATIVES

A Common Framework for Implementation

VISION *A consensus-based, long-term, big picture scenario*

PRINCIPLES *Operational guidelines on how to conduct a project*

PLAN *Goals and priorities within a specific time frame*

POLICIES *References to existing standards or practices*

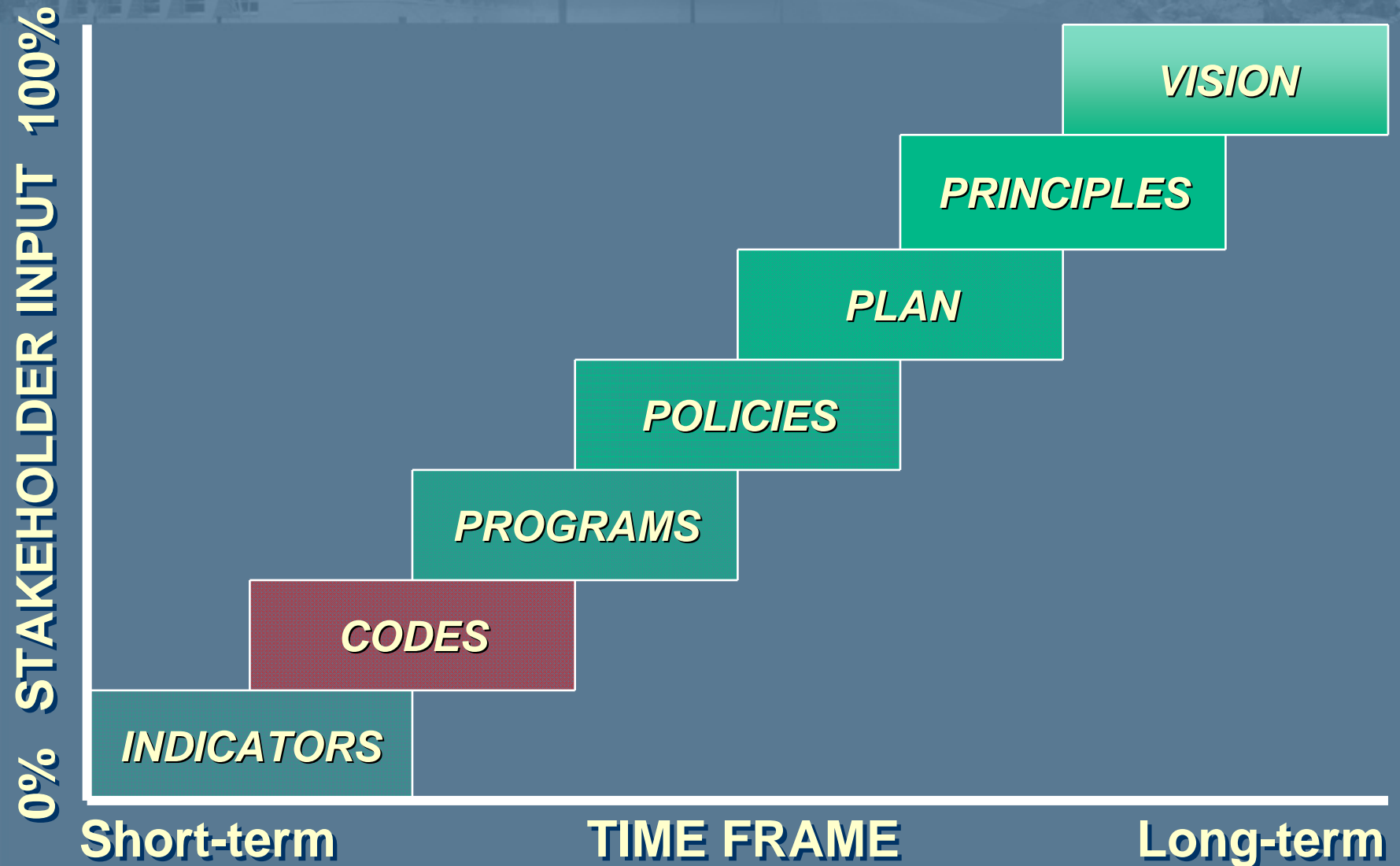
PROGRAMS *Strategies and tasks for implementation*

CODES *Mandatory regulations (as opposed to voluntary programs)*

INDICATORS *Baselining, tracking, documenting results & feedback*

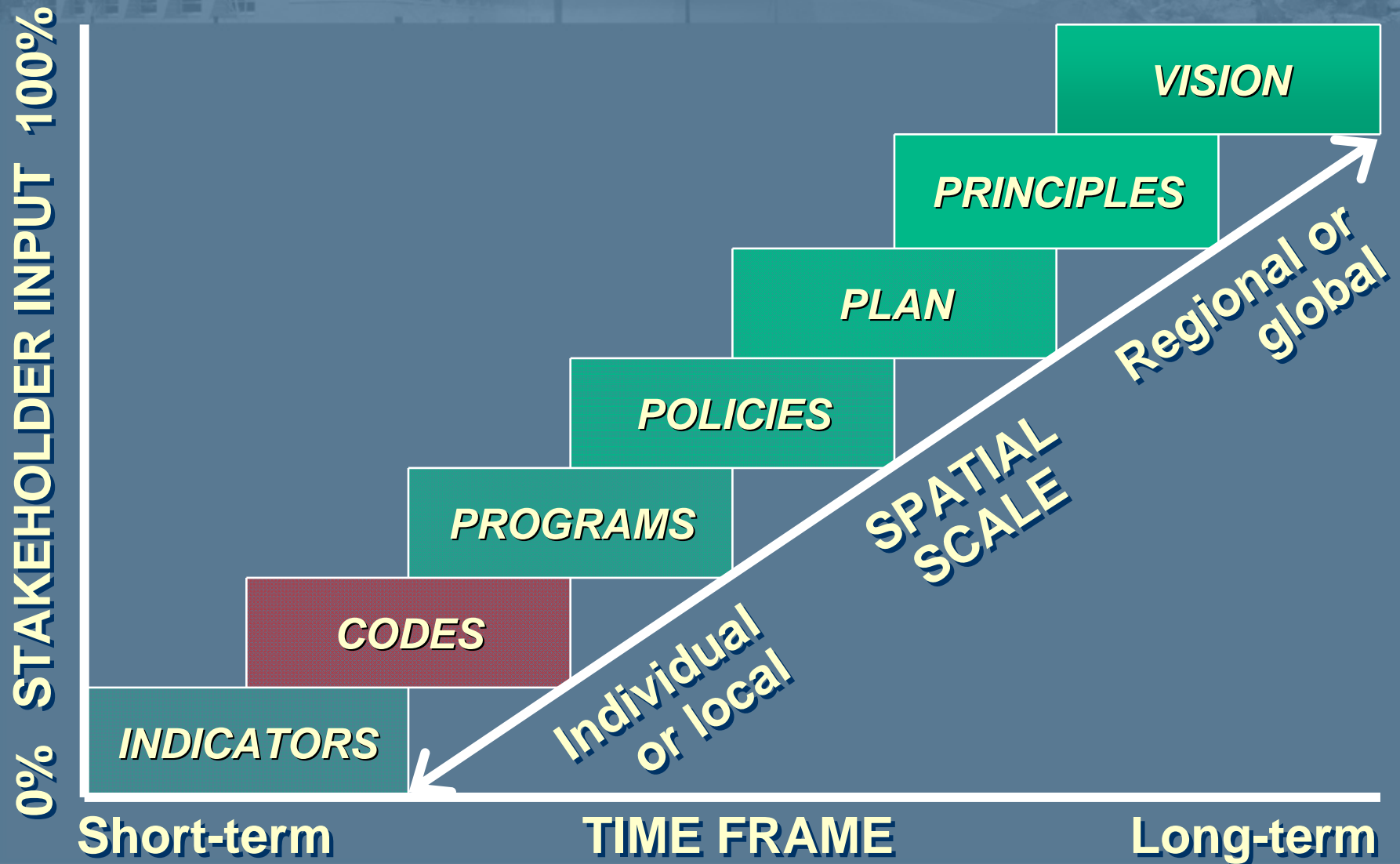
SUSTAINABILITY INITIATIVES

A Common Framework for Implementation



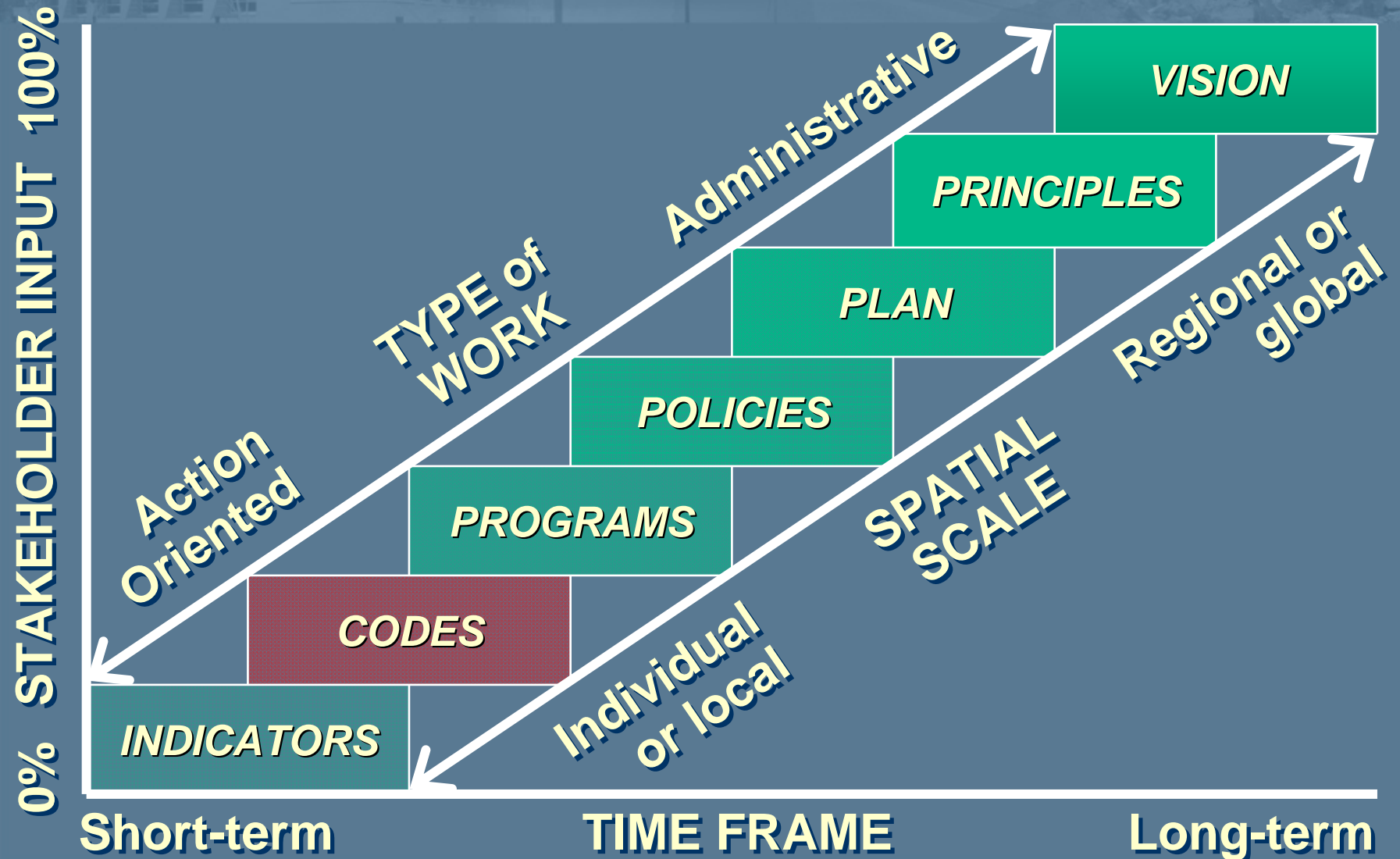
SUSTAINABILITY INITIATIVES

A Common Framework for Implementation



SUSTAINABILITY INITIATIVES

A Common Framework for Implementation



Example: USGBC Framework for Implementation

VISION *Make green building accessible to everyone within a generation*

PRINCIPLES *Establish leadership, ensure inclusiveness, exhibit transparency...*

PLAN *Create and maintain a self-supporting professional member organization*

POLICIES *Exceed performance level of accepted standards (e.g. ASHRAE)*

PROGRAMS *LEED-NC, LEED-CI, LEED-EB*

CODES *Adopted by many municipalities*

INDICATORS *Number or area of LEED certified buildings*

Example: CITY of SANTA MONICA

Framework for Implementation

VISION

To conserve and enhance our local resources, safeguard human health and the environment, maintain a healthy and diverse economy, and improve the livability and quality of life for all community members in Santa Monica

PRINCIPLES

Cross-sector partnerships are necessary to achieve sustainability goals (1 of 10)

PLAN

All buildings > 10K sf shall achieve LEED certification or equivalent by 2010

POLICIES

Make more restrictive than CA state building codes

PROGRAMS

Green Building Program

CODES

Green Building Ordinance

INDICATORS

System level indicators and program level indicators

Example: SOLID WASTE DEPT. Framework for Implementation

VISION *Zero Municipal Waste by 2040*

PRINCIPLES *Broad public participation*

PLAN *20% Reduction by 2012, 40% by 2019,
60% by...*

POLICIES *Adopt UN Urban Environmental Accords*

PROGRAMS *Zero Waste Challenge, Pay-As-You-
Throw, Recycle, Compost*

CODES *In committee (e.g., prohibit plastic bags)*

INDICATORS *Tons/cu. yds. of _____ recycled*

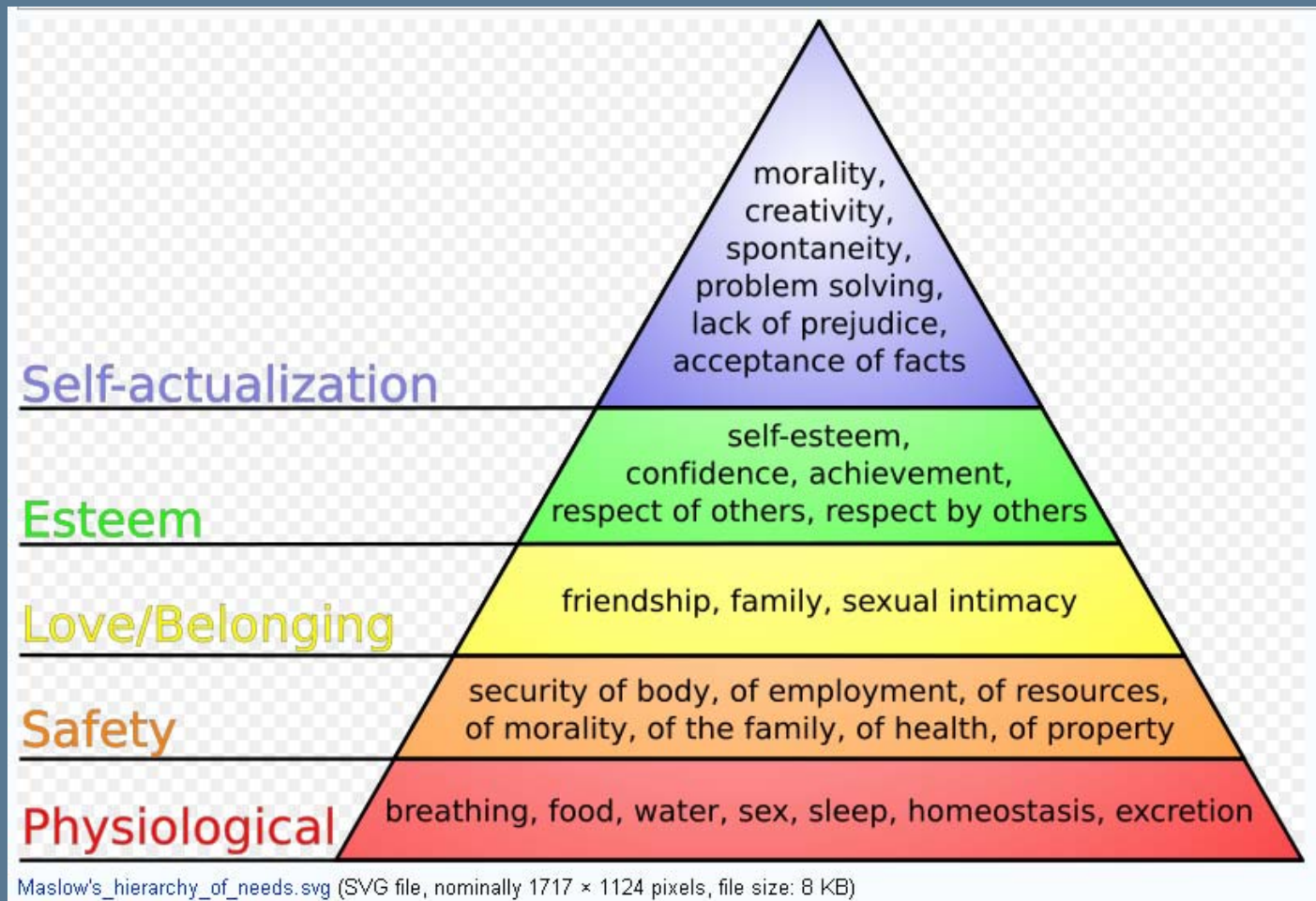
MCKINNEY GRREN - Comparative Study

SMA REGION or MUNICIPALITY SUSTAINABILITY FRAMEWORK	Allen	Austin	Dallas	Fairview	Frisco	Houston	Plano
MISSION or VISION	✓	✓	✓	✓	✓		✓
TASK FORCE / POSITION / DEPT		X					
ISSUE OR DEPT. ORIENTED	I	I	I	I	I		
PRINCIPLES		✓		✓	✓		
PLAN(S)	✓	✓	✓	✓	✓		
POLICIES		✓	✓	✓	✓		✓
PROGRAMS	✓	✓	✓	✓	✓	✓	✓
CODES and/or ORDINANCES	✓	✓	✓	✓	✓		
PERFORMANCE MEASURES		✓	✓				

MCKINNEY GREEN- Comparative Study

SMA REGION or MUNICIPALITY SUSTAINABILITY FRAMEWORK	Atlanta	Denver	Lake Oswego	Minneapolis	Northampton	Santa Monica	Sebastopol	UCSB
MISSION or VISION		✓	✓	✓	✓		✓	✓
TASK FORCE / POSITION / DEPT		✓				✓		✓
ISSUE OR DEPT. ORIENTED								✓
PRINCIPLES		✓	✓		✓			✓
PLAN(S)	✓	✓	✓	✓	✓	✓	✓	✓
POLICIES	✓	✓	✓	✓	✓	✓	✓	✓
PROGRAMS	✓	✓	✓	✓	✓	✓	✓	✓
CODES and/or ORDINANCES	✓	✓					✓	✓
PERFORMANCE MEASURES		✓		✓		✓		✓

MCKINNEY GREEN Priorities



http://en.wikipedia.org/wiki/Maslow%27s_hierarchy_of_needs

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Priorities

BASIC PHYSIOLOGICAL

- *Air Quality*
- *Water Quantity and Quality*
- *Local Food*
- *Clean Energy*
- *Safe Housing*

QUALITY OF PLACE

- *Transportation Mobility*
- *Zero Waste*
- *Biodiversity*
- *Recreation and Open Space*
- *Climate Change*

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Recommendations

- **Direct existing public and private sustainability efforts and new stakeholder input toward the creation of a municipal sustainability platform.**

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Recommendations

Definition: platform (plât fôrm)

1. The basic technology of a computer system's hardware and software, defining how a computer is operated and determining what other kinds of software can be used. Additional hardware or software must be compatible with the platform.

NOTE: Underline added.

The American Heritage® Science Dictionary
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Recommendations

Definition: sustainability platform

1. The basic *modus operandi* of a municipality's (or region's, state's, etc.) hard infrastructure and soft infrastructure, defining how a municipality (or region, state, etc.) is operated and determining what other kinds of hard and soft infrastructure can be used. Additional hard or soft infrastructure must be compatible with the platform.

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Recommendations

- **Direct existing public and private sustainability efforts and new stakeholder input toward the creation of a municipal sustainability platform.**
- **Structure the sustainability platform as closely as possible to a six or seven step framework.**

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Recommendations

- Direct existing public and private sustainability efforts and new stakeholder input toward the creation of a municipal sustainability platform.
- Structure the sustainability platform as closely as possible to a six or seven step framework.
- Prioritize issues in terms of a hierarchy of human needs, meeting basic physiological needs first, safety needs second, and quality of place needs third.

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