



STAR
COMMUNITIES

SUSTAINABILITY
TOOLS FOR
ASSESSING &
RATING COMMUNITIES



SET GOALS. MEASURE PROGRESS.

Built **by and for** Local Governments

- In 2008, ICLEI-Local Governments for Sustainability, the U.S. Green Building Council, National League of Cities, and the Center for American Progress announced formal partnership
- Established a diverse, consensus-based stakeholder engagement process
- More than 200 volunteers representing cities and counties, state and federal agencies, non-profit organizations, national associations, universities, utilities, and private corporations



The Need for a Sustainability Rating System

- New and dynamic field
- Large number of indicators
- Data collection
- Limited staffing and financial resources
- Agency silos



Subscription Features	Participating STAR Community	Reporting STAR Community	Leadership STAR Community
Technical Guide	X	X	X
Self Assessment Checklist	X	X	X
Intro to STAR Training	X	X	X
E-Communications	X	X	X
Access to STAR Network	X	X	X
1-hour call with STAR staff	X	X	N/A
Reporting Tool Access		X	X
STAR Coordinator			X
Two-Day In-Person Kickoff Training			X
Monthly Webinars			X
Media Services			X
Certification		X	X
Intro Pricing	\$500/year	\$1,500/year (additional \$1,500 certification fee)	\$5,000-\$15,000 based on population

***Participating STAR Communities can upgrade and have the \$500 fee deducted from the new subscription.**

3 options for local governments

Get started with our intro package that includes access to resources and preliminary scoring

**Participating
STAR
Community**

When ready to pursue certification, upgrade to start collecting and reporting data

**Reporting
STAR
Community**

**Leadership
STAR
Community**

The STAR Community Rating System

Goal Areas & Objectives are mapped and rated in the online system, helping local leaders set goals and measure progress across areas.

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	

Parts of the Rating System

GOALS

Sustainability themes with comprehensive community-level aspirations

OBJECTIVES

A clear, desired outcome intended to move the community toward the goal

OUTCOME MEASURES

Community-scale results: the measureable aim or purpose of each Objective

ACTION MEASURES

The steps you are taking to move the needle towards sustainability

Community Level Outcomes



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

Outcomes are measured using:

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

Local Actions

Local Actions are the steps you take to achieve the Outcomes.

Preparatory Actions:

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

Implementation Actions:

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



Example

Goal

Climate & Energy

Objective

Greenhouse Gas Mitigation

Outcome

Demonstrate incremental progress towards achieving an 80% reduction in community GHGs by 2050

Actions

Adopt a Climate Action Plan, create an education plan for residents and businesses, adopt energy efficiency regulations, create incentives for renewables, upgrade facilities

Innovation & Process

- Best Practices & Processes
 - Comprehensive Planning
 - Public Engagement
 - Codes and Ordinances
- Exemplary Performance
- Local Innovation
- Regional Priority & Collaboration



Points & Scoring

GOAL	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
TOTAL	720

Points Methodology

- Most Objectives can receive 100% credit through the Outcome(s) – once you achieve the Outcome, you're done
- Objectives have different point values based upon sustainability impact
- Partial credit is available in some Outcomes
- For a full explanation of points, see Points Appendix in Technical Guide

Slide 13

4

save for later discussion - combine with Andrea's points section?

Aaron Lande, 8/15/2013

Certifications & Recognitions

Certified 5-STAR Community (600+ points)

- *Recognized as top tier achiever in national sustainability*

Certified 4-STAR Community (400-599 points)

- *Recognized for national excellence*

Certified 3-STAR Community (200-399 points)

- *Recognized for sustainability leadership*

Reporting STAR Community (<200 points)

- *Currently pursuing certification*

Participating STAR Community

- *Implementing the STAR framework of goals and objectives*



How can your community use STAR?



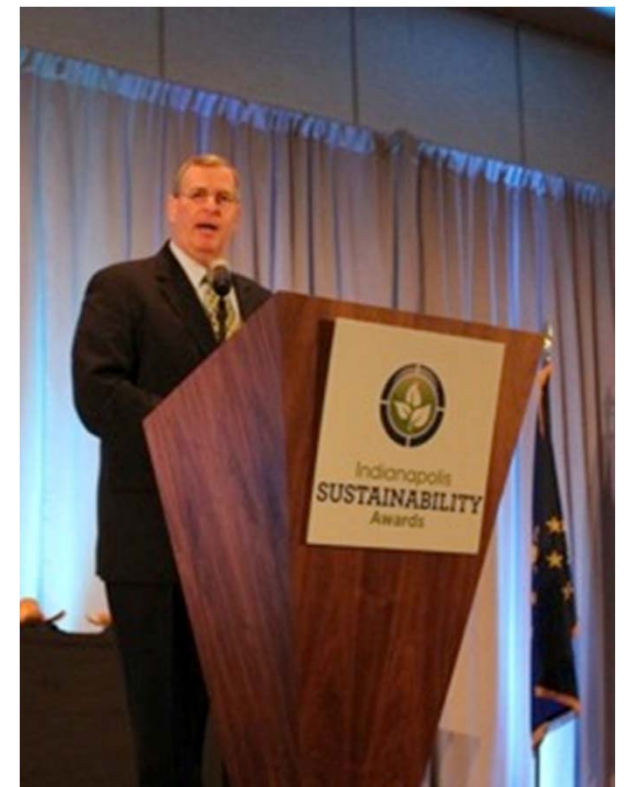
Learn from a Common Framework

Washington, DC; Tucson, AZ; and Lee County, FL used STAR as the framework for their first sustainability plans.



Measure & Communicate Progress

Indianapolis used the Rating System as a design template for the layout of their annual sustainability report. They also used it to identify metrics to add into the report.



Coordinate Work Across Jurisdictions

Seattle and King County, WA are using the Rating System to align performance metrics between the two jurisdictions and to identify ways to streamline sustainability work and increase results



Engage Community Groups



TURNER
FOUNDATION
INC.



[Sustain]able
Atlanta



ARC
ATLANTA REGIONAL COMMISSION

Drive Sustainable Economic Development

Rockingham County, NC and Cleveland, OH are rethinking their approach to sustainable economic development and are participating in STAR to drive growth and make their communities more competitive in today's global market.



Why Certify?

Demonstrate
commitment to
local sustainability

Receive national
recognition for
leadership and
achievements

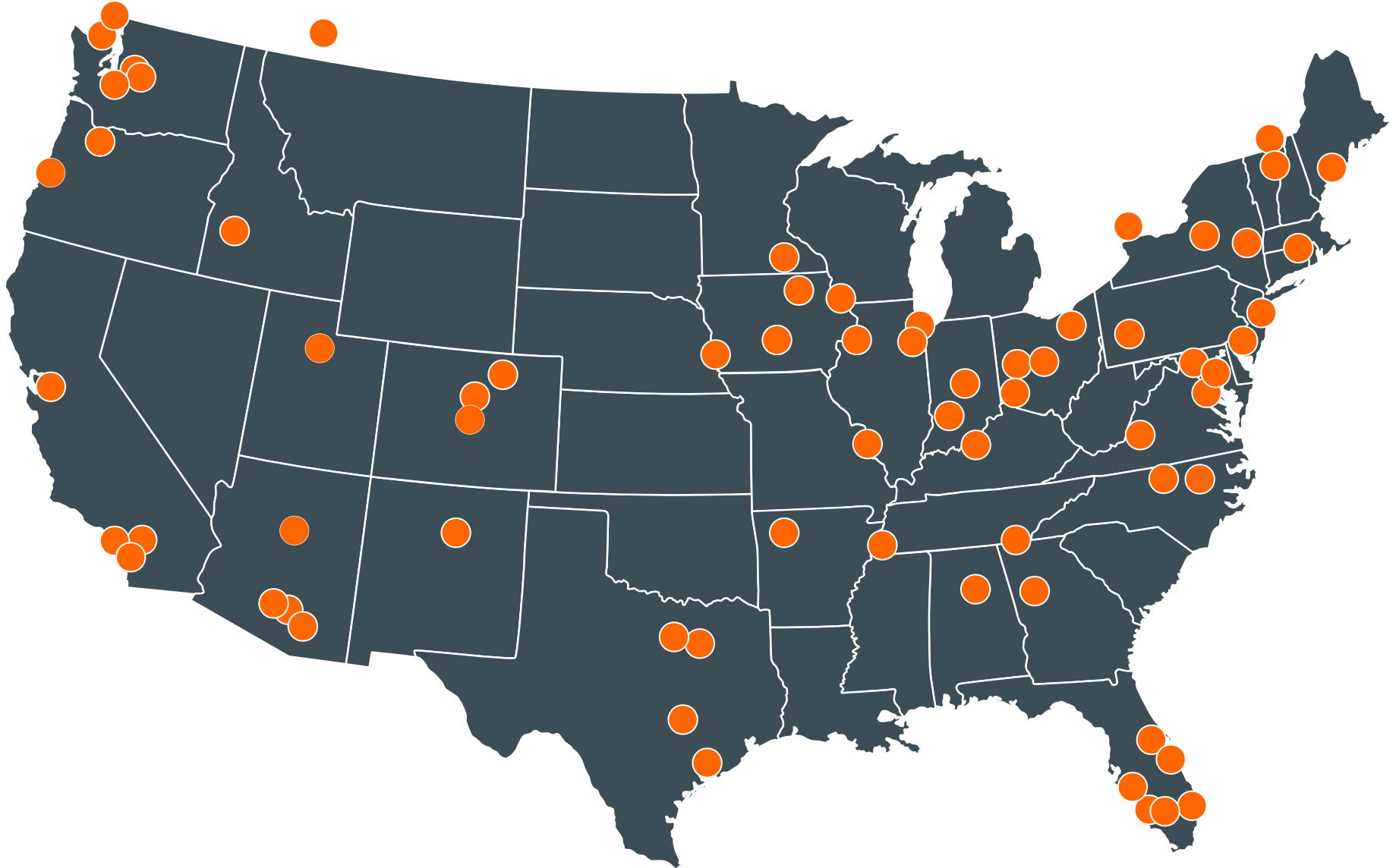
Gain competitive
advantage and
attract funding

Increase
transparency and
accountability and
showcase results

Communicate
resilience and risk
management to
municipal bond
agencies

Build and
strengthen
partnerships within
government and
with community
partners

Cities and counties in the STAR Network



Communities by population

UNDER 100,000

- Albany, NY
- Blacksburg, VA
- Bloomington, IN
- Bonita Springs, FL
- Charles City, IA
- Davenport, IA
- Dubuque, IA
- El Cerrito, CA
- Evanston, IL
- Fayetteville, AR
- Flagstaff, AZ
- Frederick, MD
- Hamilton, OH
- Madison County, NY
- Nederland, CO
- Northampton, MA
- Park Forest, IL
- Portland, ME
- Redlands, CA
- Rockingham County, NC
- Rosemount, MN
- Santa Fe, NM
- Santa Monica, CA
- Victoria, BC
- Woodbridge, NJ

100,001-499,999

- Atlanta, GA
- Birmingham, AL
- Boise, ID
- Burlington/Chittenden County, VT
- Chandler, AZ
- Chattanooga, TN
- Cleveland, OH
- Dayton, OH
- Denton, TX
- Des Moines, IA
- Fort Collins, CO
- Lakewood, CO
- Lee County, FL
- Omaha, NE
- Palm Bay, FL
- Plano, TX
- Raleigh, NC
- Riverside, CA
- Salt Lake City, UT
- Sarasota County, FL
- St. Louis, MO
- Tacoma, WA

500,000-999,999

- Austin, TX
- Baltimore, MD
- Columbus, OH
- Indianapolis, IN
- Louisville/Jefferson County, KY
- Memphis/Shelby County, TN
- Portland, OR
- Seattle, WA
- Tucson, AZ
- Vancouver, BC
- Washington, DC

1,000,000+

- Allegheny County, PA
- Broward County, FL
- Calgary, AB
- Houston, TX
- King County, WA
- Montreal, QC
- Orange County, FL
- Philadelphia, PA
- Phoenix, AZ
- Toronto, ON