

# Sustainable Cities Network - Draft Brainstorm List

Network Launch Event  
February 25, 2009

# Context

- Sustainability - new assignment for executive level generalist in City Manager's Office
- Organization just completed difficult budget balancing process; recognition that it would probably get worse
- Focus on practical opportunities to learn more, leverage efforts and improve service delivery

# Early Steps

- Contact with ASU Global Institute of Sustainability
- Scope of possible partnership
  - Apply research to practical service delivery project
  - Potential use of decision theatre
  - Workshop course opportunities
  - Regional collaboration

# Initial Concepts

- Information sharing & capacity building
- Staff development & education
- Coordination & cooperation
- Branding, leadership & policy
- Applied research

# Information Sharing and Capacity Development

- Best practices and lessons learned for desert climate cities – inventory, create roundtable & encourage public/private sharing
- Definition of sustainability
- Create standards, indicators, targets
- Sharing workshops

# Staff Development & Education

- Professional education
- Sustainability “SWAT” team
- Executive on loan - ASU Sustainability Fellow
- Continuing education short courses

# Coordination & Cooperation

- Value of diversity - community size, local goals, individual professional training & experience
- Interest in collaborative environment
- Forum to identify common interests
- Opportunity to explore regional issues

# Sustainability Branding, Leadership & Policy

- Assistance to communities focused on integration of sustainability into general plan updates
- Develop sustainability marketing materials for community outreach
- Build a sustainable culture

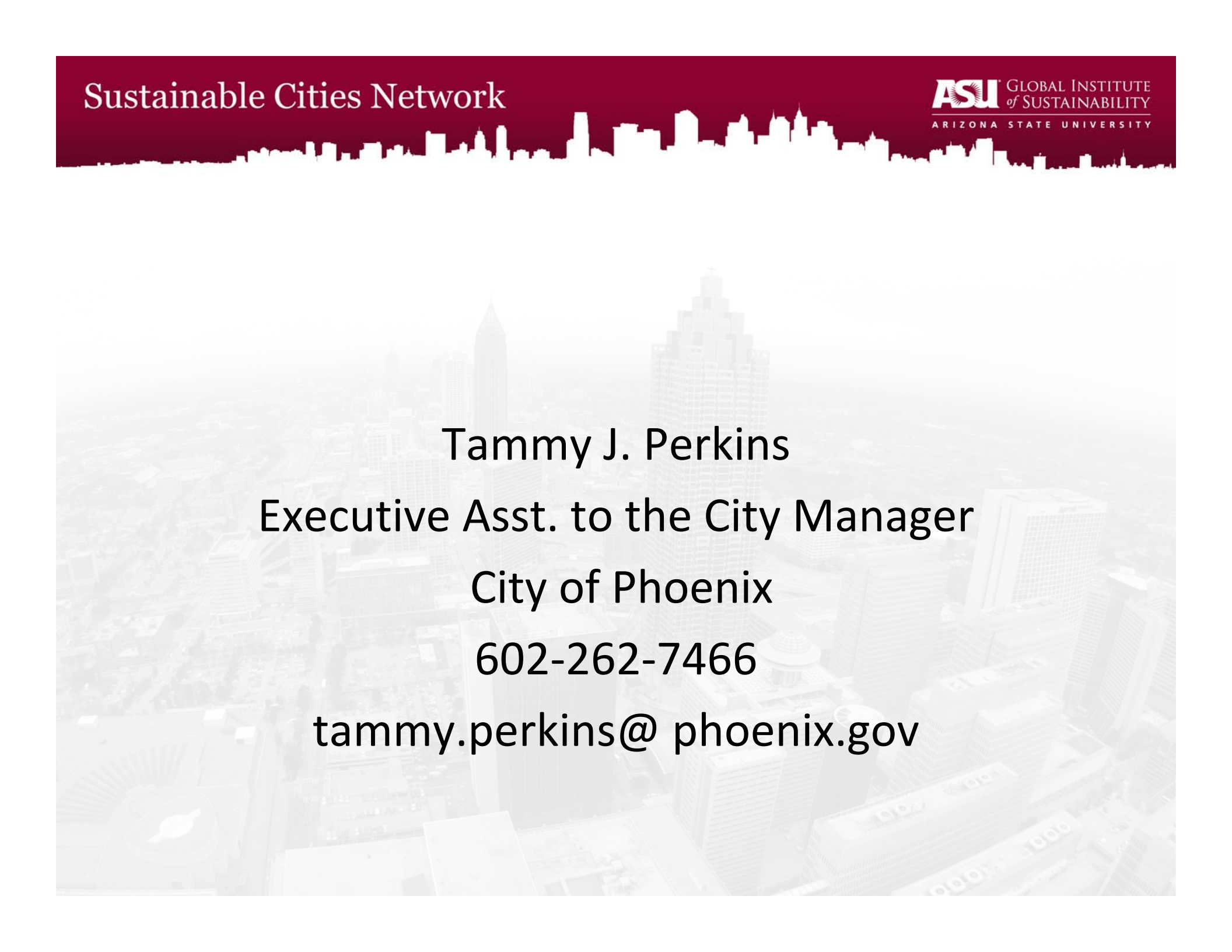


# Applied Research

- Solar technology – use in facilities, codes, financing, technical information
- Sustainable buildings for a desert environment – design, orientation, colors, materials, landscaping
- Connection to ASU applied research faculty – move R&D into pilots, then into production

# Next Steps

- That's what today is about
- It's up to you 😊



Tammy J. Perkins  
Executive Asst. to the City Manager  
City of Phoenix  
602-262-7466  
tammy.perkins@ phoenix.gov