

An aerial photograph of West Hollywood, California, showing a dense urban landscape with numerous buildings, streets, and green spaces. In the background, a range of mountains is visible under a clear sky. The text "Perspectives on Sustainability" is overlaid in a large, bold, green font across the center of the image.

Perspectives on Sustainability

West Hollywood General Plan Advisory Committee

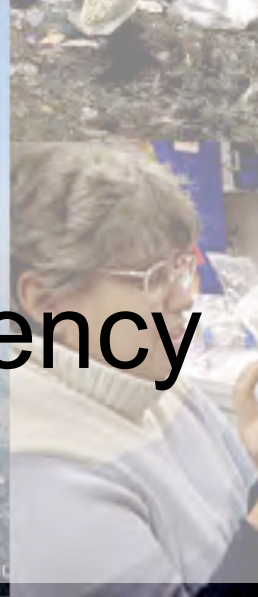
Walker Wells

Global Green

1/5/10

Why Sustainability?

- Climate Change
- Water Scarcity
- Peak Oil
- Air Pollution
- Public Health
- Economic Resiliency
- Regulation



Origins of Local Government Sustainability

Brundtland Commission
Our Common Future 1989:

“...sustainable development is development that meets the needs of the present without compromising the ability of the future to meet its own needs...

Perceived needs are socially and culturally determined, and sustainable development requires the promotion of values that encourage consumption standards that are within the bounds of the ecological possible and to which all can reasonably aspire...”



Origins of Local Government Sustainability

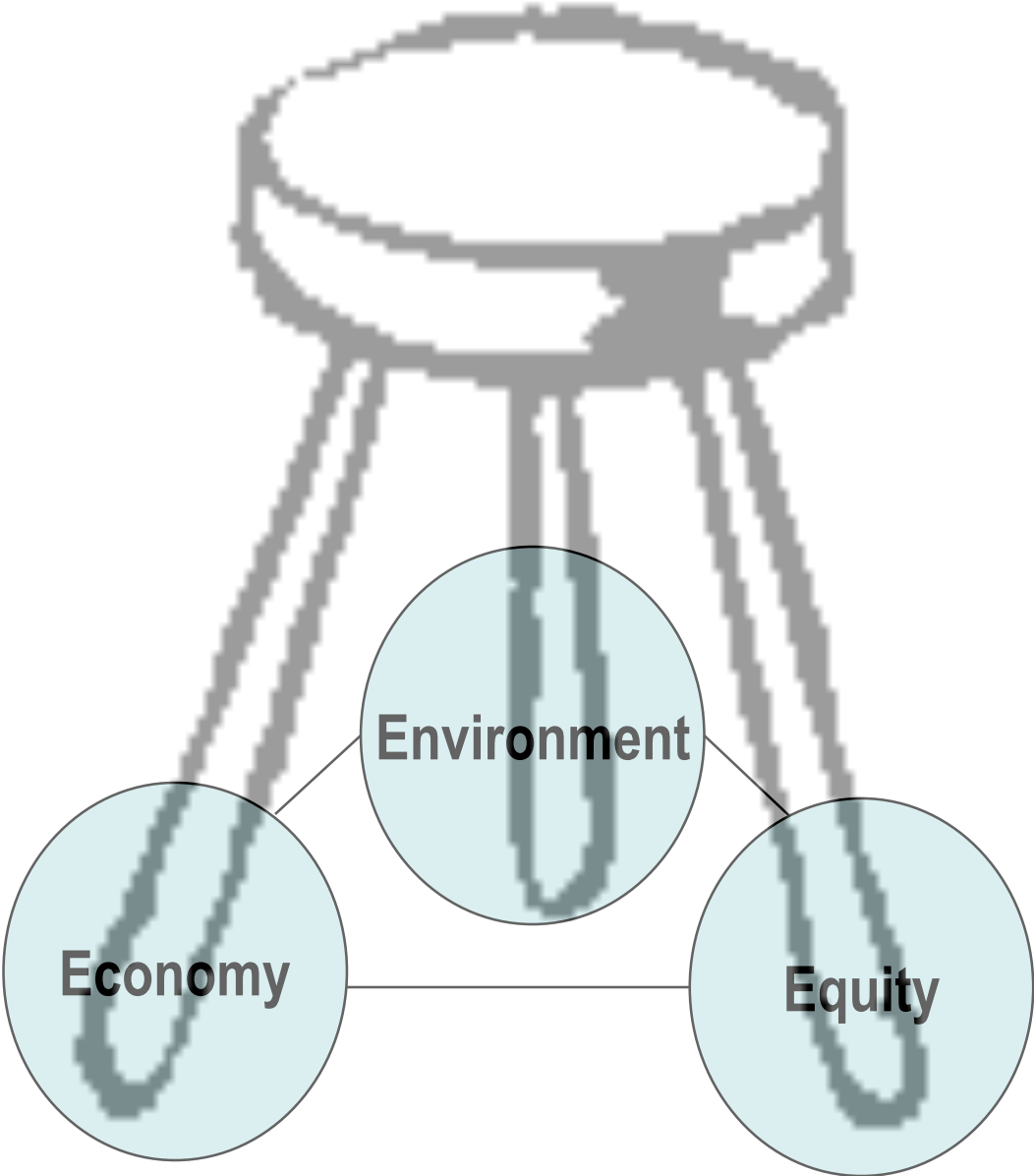
Agenda 21 –

“Each local authority should enter into a dialogue with its citizens, local organizations and private enterprises and adopt a “local” Agenda 21.”

“Earth Summit” United Nations
Rio De Janeiro (1992)



Sustainability Applied: Three Legged Stool



Models of Sustainability

- **Long-Term Vision**
Sustainability is not something to achieve but a long-term goal to strive for.
- **Stable Growth**
Ability to provide resources at a rate that allows for a continuous and stable growth - carrying capacity.
- **Adaptive Management**
Ongoing effort to strike a harmonious relationship between environmental, economic, and social issues. Indicators are typically used to track progress across various subjects.

Sustainability Applied

Local governments, sustainability efforts are typically implemented through a range of policies, programs, and practices, including:

- *Solid waste diversion*
- *Storm-water management*
- *Energy conservation*
- *Water conservation*
- *Air quality management*
- *Green procurement*
- *Economic development*
- *Affordable housing*
- *Toxic exposure reduction*
- *Access to education*
- *Access to culture*
- *Community engagement*

Sustainability Applied - The Natural Step

- Used by municipalities in Sweden, Canada (Whistler), and US (Madison, Eugene) as basis for sustainability plans.
- Based on core principles of science and systems theory.
- Analysis tool for identifying ecological problems and solutions

In a sustainable society, nature is NOT subject to systematically increasing:

and in that society...



(1) concentrations
of substances
extracted from
earth's crust



(2) concentrations
of substances
produced by
society



(3) degradation
by physical means



(4) human needs
are met worldwide

Sustainability Applied - Programs

City of Berkeley Sustainable Community Inventory: Challenges and Recommendations for Moving Towards Sustainability



Alameda County Waste Management Authority and
Source Reduction and Recycling Board
International Council for Local Environmental Initiatives

Fall 2003

REPORT CARD



RESOURCE CONSERVATION

	2005	2006
Grade	C	C+
Effort	A	A

If the city as a whole is to meet its aggressive Sustainable City Plan targets, residents and businesses will have to prioritize resource use reduction. Current water use is higher than our aggressive target levels and solid waste generation is beyond the Sustainable City Plan ceiling. However, commitment to water and energy conservation has kept at bay expected increases in resource usage associated with Santa Monica's strong economy and growth in construction activity. Energy conservation measures have been successful and solid waste diversion stayed on track at 67%. Green building blossomed this year with the certification of two new LEED buildings. Five additional LEED buildings are either in design or under construction. The city continues to be a national leader in modeling sustainable practices in its municipal operations, purchasing 100% renewable electricity for its operations and pursuing LEED Existing Building certification for City Hall. The grade improvement reflects the community's collective effort toward green design and construction practices and maintaining stable water and energy use.



ENVIRONMENTAL & PUBLIC HEALTH

	2005	2006
Grade	B	B-
Effort	A	A

This year saw the completion of the groundbreaking Watershed Management Plan, a comprehensive 20-year approach to improving water quality in the Santa Monica Bay, increasing recreational options and controlling local flooding by significantly enhancing the level of investment in our stormwater infrastructure and our pollution control efforts. The city continued its commitment to protecting the bay and its marine habitat by moving toward prohibiting the use of foam plastic and... ers. Increased demand for treated, non-potable water for water. Proper hazardous waste disposal by residents at... Four thriving farmers' markets, one of which is regular... grown and organic produce. However, the grade for this increased and the city is far from reaching its targets for



TRANSPORTATION

Santa Monica has been a leading advocate for regional... will eventually reach Santa Monica, is now under const... Ridership by encouraging ridesharing among larger em... Big Blue Bus transit system, which is now almost 50%... remain significant issues in the community and the cur... to meet the city's targets. Converting greater numbers... limited success in offsetting the impacts of increased tr... lots downtown. The grade improvement reflects the city... opening of a hydrogen fueling station, and testing of bi...



ECONOMIC DEVELOPMENT

Santa Monica's economy remains strong and diverse w... sectors. To build on this success, the City Council fund... Strategy to attract and retain businesses that support... environmental stewardship. However, the rising cost of... make it difficult for people to live near their workplace... problems. The grade improvement reflects the continui... the community and recent efforts to advance sustainab... Commerce, the Convention and Visitors Bureau and Su... promote sustainable businesses and improve the qual...

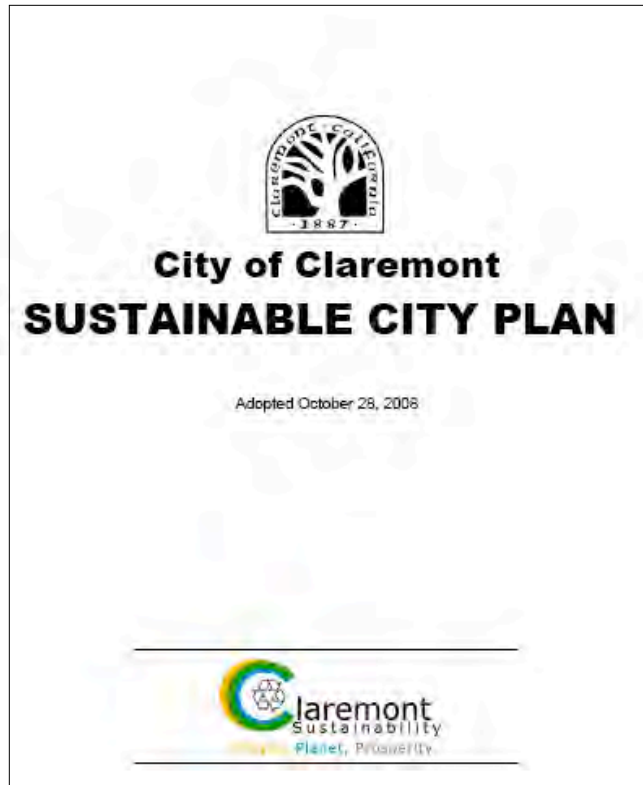
SUSTAINABLE SANTA MONICA



SUSTAINABLE CITY REPORT CARD

SECOND ANNUAL
SEPTEMBER 22, 2006

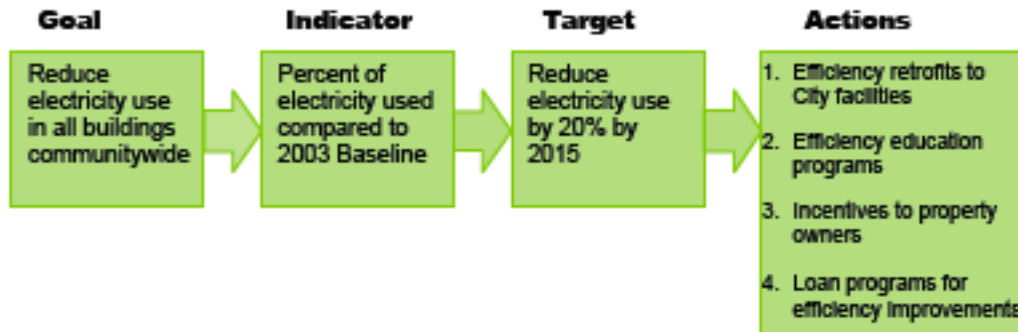
Sustainability Applied - Programs



C. Goal Areas

The Claremont Sustainable City Plan is organized around the following seven goal areas:

- 1. Resource Conservation**
 - Solid Waste
 - Water and Wastewater
 - Energy
- 2. Environmental and Public Health**
 - Air Quality
 - Toxic Materials Reduction and Management
 - Organic and Sustainable Foods and Products
- 3. Transportation**
 - Non-motorized Transportation: Increased Walking and Bicycling
 - Trip Reduction (For Single Occupant Vehicles (SOV's))
 - Reduction in Vehicle Miles Traveled
 - Cleaner Fuels
- 4. Sustainable Built Environment**
 - New Construction (Public and Private)
 - Neighborhood Development
 - Infrastructure Development
 - Existing Development (Retrofitting)
- 5. Open Space and Land Use (Ecology)**
 - Natural and Constructed Open Space
 - Urban Forest
 - Protect and Restore Native Habitats
- 6. Housing & Economic Sustainability**
 - Diversity of Jobs, Businesses and Housing Stock
 - Meeting State Mandates for Affordable Housing
 - Neighborhood Preservation
- 7. Outreach, Education and Implementation**
 - Understanding of Sustainability for General Public and All Stakeholder Groups
 - Implementation of Sustainability Plan
 - Tracking Progress Toward Goals



Sustainability Applied - Climate Action

City of Hayward Climate Action Plan

Summary of Baseline GHG Inventory

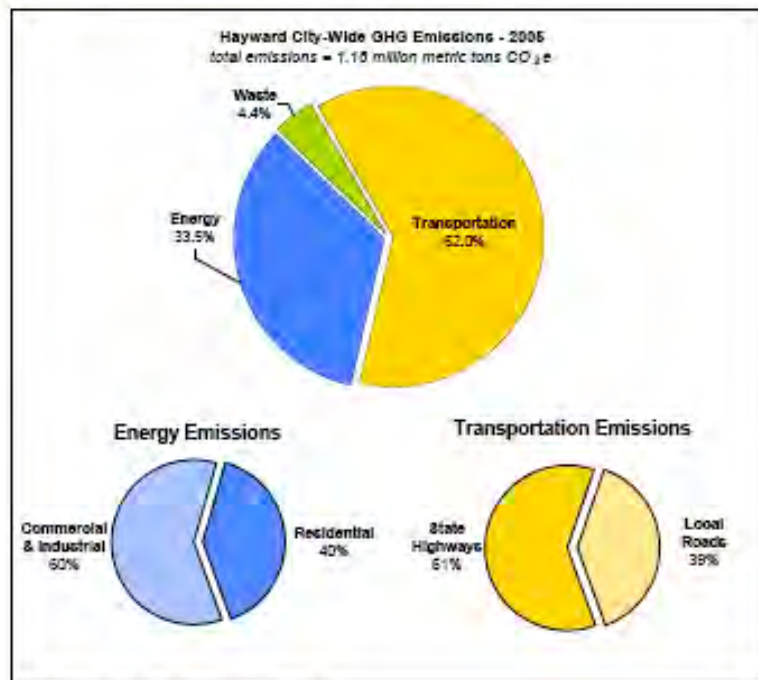
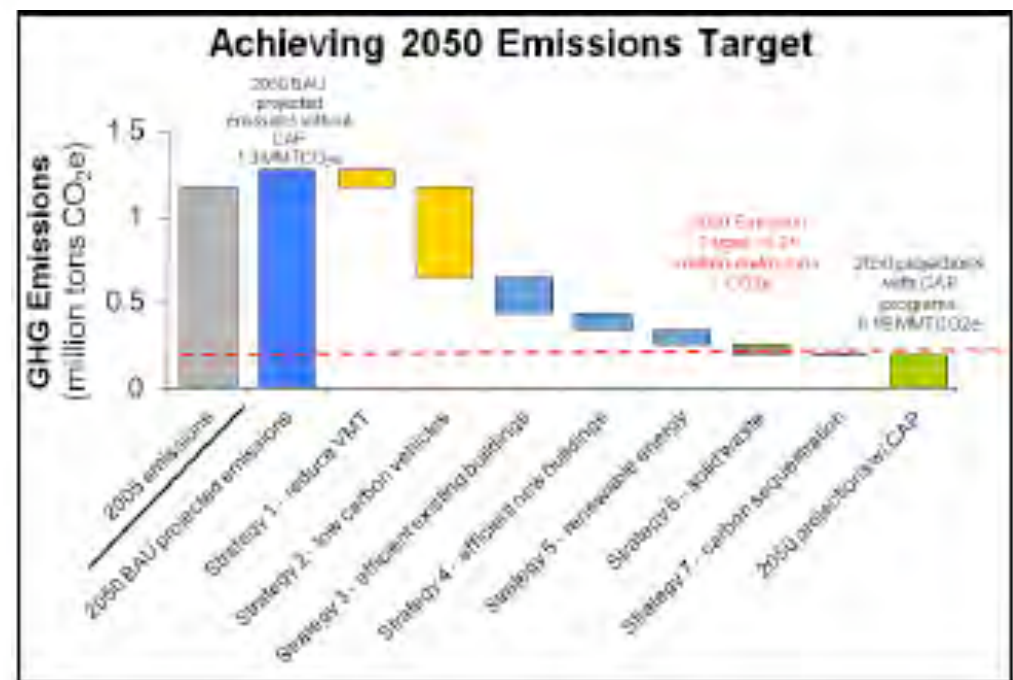


Figure 1: City-wide GHG emissions in 2005
Source: CCLRI



Sustainability Applied - General Plans

- Sustainability can be an overarching theme.
- Sustainability can be addressed or noted in each section.
- Sustainability can be addressed in a separate section - usually focused on environmental issues.

Sustainability in Context - West Hollywood

- Part of Ballona Creek watershed - urban runoff blended with LA, Culver City, Beverly Hills
- High water table
- Ongoing stormwater management (BMP) program
- Reliant on non-city entities for utilities (electricity, water, gas, wastewater treatment)
- No local landfill
- Limited space for composting
- Comprehensive recycling program - in compliance
- Most transit provided by non-City entities (Metro, LADOT)
- Comprehensive green building policy and program
- Incentives for solar energy systems
- Low-water landscaping requirements

Sustainability in Context - West Hollywood

Environmental Task Force

- Series of meetings and discussion from December 2007 - October 2008
- Focused on environmental issues - energy, water, waste, mobility, open space
- Developed a series of goals and short- and long-term recommendations
- Council directed staff to identify the feasibility of implementing the short-term actions
- Long-term recommendations may be suitable as General Plan polices



Sustainability in Context - West Hollywood

SUGGESTED SHORT-TERM ACTIONS

Subcommittee	Topic	Action
Energy Use and Efficiency	Energy Efficiency	<ul style="list-style-type: none"> Hire City Sustainability Coordinator Develop public energy audit / rating program Address the City's most intensive power uses Hold energy efficiency showcases and workshops Centralize PV system information ("One-stop" hub)
	Clean Energy	<ul style="list-style-type: none"> Incentivize solar power (grants, permit fee waivers, etc.) Lobby for net metering changes
Green Space and Open Space	Green Space	<ul style="list-style-type: none"> Develop <i>Green Link</i> system Establish green / open space requirements
	Community Connections	<ul style="list-style-type: none"> Strengthen "<i>Greening West Hollywood</i>" program Provide in-person landscaping resources
Transportation and Mobility	Bicycle Infrastructure	<ul style="list-style-type: none"> Create "<i>Bicycle Priority Streets</i>" (limit traffic flow, linked paths, bicycle parking / sharing)
	Pedestrian Access	<ul style="list-style-type: none"> Implement weekly pedestrian street
	Mass Transit	<ul style="list-style-type: none"> Continue lobbying for Metro extension
	Parking	<ul style="list-style-type: none"> Educate public on, and expand, CityLine services Maximize parking infrastructure
Waste Reduction & Recycling	Waste Reduction	<ul style="list-style-type: none"> Mandate business recycling Enforce polystyrene and plastic bag bans Tailor education efforts to specific audiences
	Waste Recycling/Reuse	<ul style="list-style-type: none"> Mandate recycling info. in multifamily buildings Add more recycling bins to community spaces Strengthen composting education and infrastructure
Water Use and Efficiency	Education / Outreach	<ul style="list-style-type: none"> Conduct workshops on water use reduction Create "Sustainable Landscape Professional" list Outreach to multifamily building managers / owners Establish efficient landscape demonstration sites
	Enforcement	<ul style="list-style-type: none"> Create detailed water use enforcement plan

SUGGESTED LONG-TERM ACTIONS

Subcommittee	Topic	Action
Energy Use and Efficiency	Community Connections	<ul style="list-style-type: none"> Achieve renewable and "Fossil Free by '23" goals (e.g., via energy efficiency, PV system promotion, etc.)
Green Space and Open Space	Development Requirements	<ul style="list-style-type: none"> Implement policies requiring green / open space (e.g., canopy trees, pocket parks, vertical gardens, etc.)
	Community Resources	<ul style="list-style-type: none"> Continue funding the Green Building Resource Center Pursue opportunities for new green / open spaces (e.g., joint-use agreements, leasing, etc.)
Transportation and Mobility	Planning	<ul style="list-style-type: none"> Implement plans identified to meet long-term transportation needs
	Infrastructure Development	<ul style="list-style-type: none"> Advance infrastructure for non-motorized and mass-transit options
Waste Reduction & Recycling	Waste Reduction	<ul style="list-style-type: none"> Become a "Zero Waste City"
Water Use and Efficiency	Regulatory Changes	<ul style="list-style-type: none"> Mandate minimum water saving techniques

Sustainability in Context - West Hollywood

Questions?
Discussion ...