



STAR COMMUNITIES

SUSTAINABILITY
TOOLS FOR
ASSESSING &
RATING COMMUNITIES



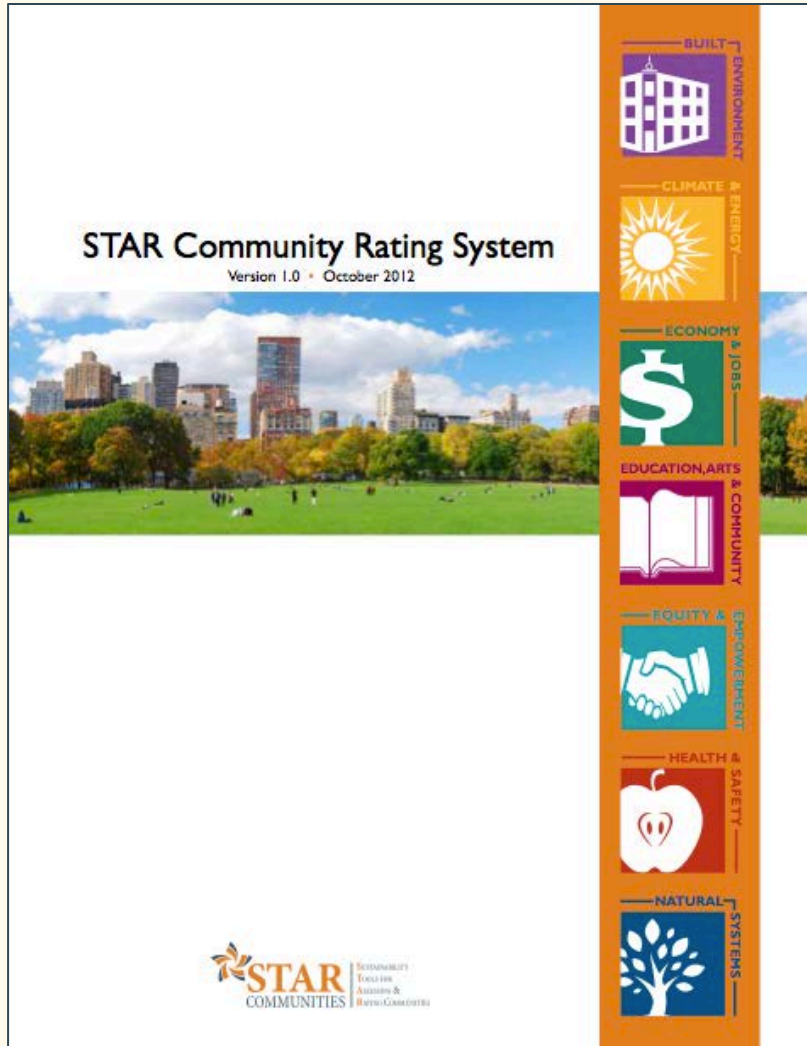
SET GOALS. MEASURE
PROGRESS.
IMPROVE YOUR COMMUNITY.



STAR Communities is a 501(c)(3) nonprofit organization that works to evaluate, improve, and certify sustainable communities. We help cities and counties achieve a healthy environment, a strong

www.STARcommunities.org

STAR COMMUNITY RATING SYSTEM



The STAR Community Rating System (STAR) is the nation's first **comprehensive framework** and **certification program** for measuring local sustainability.

STAR was built by and for local governments.

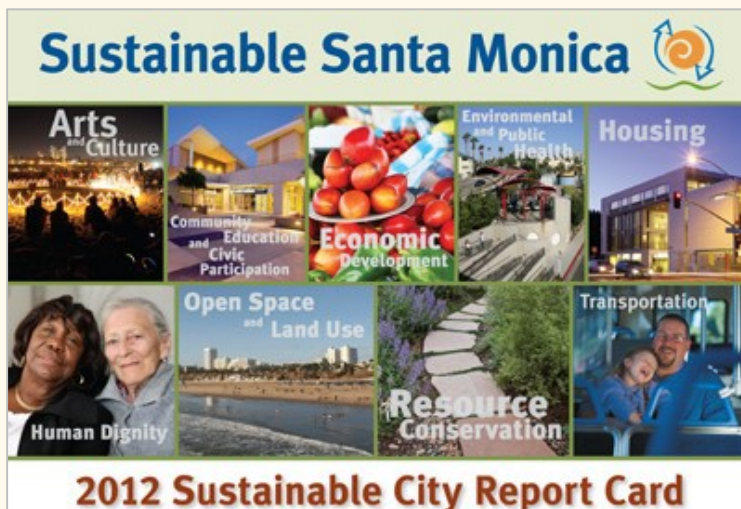
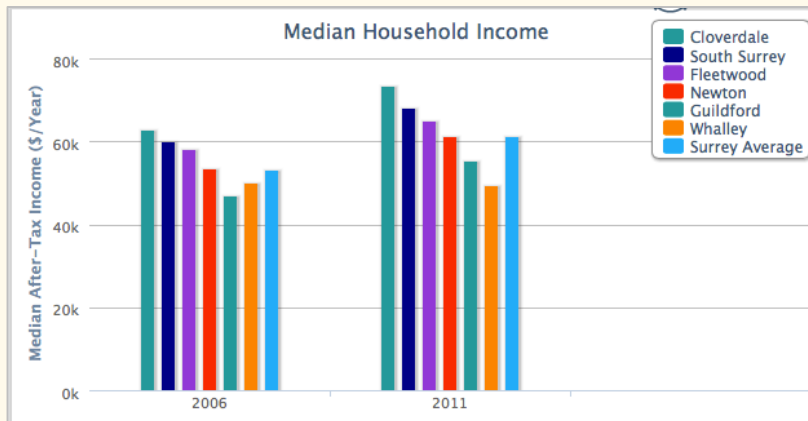
COMMON FRAMEWORK FOR SUSTAINABILITY

How do we measure sustainability?
What does sustainability mean?



STANDARD SET OF METRICS

How do we choose from all of the indicators and metrics that are available?



city of minneapolis 2012 SUSTAINABILITY report



The City of Minneapolis is committed to citywide economic opportunity, social equality, and environmental sustainability. For the seventh year in a row, the City is tracking progress on 26 sustainability indicators. Monitoring these indicators helps us understand the state of our community and focus on what needs to be done to preserve and enhance our quality of life for future generations.



To learn more about each sustainability indicator and what is being done to achieve Minneapolis' sustainability goals, visit our new website:

www.minneapolismn.gov/sustainability/indicators

LEVERAGE STRATEGIC PARTNERSHIPS

How do we recognize everyone's contributions to sustainability?



GAIN NATIONAL RECOGNITION

We need a certification program that challenges us and leverages us forward, faster.



STAR DEVELOPMENT TIMELINE

- **2007:** STAR concept released at Greenbuild-Chicago and as a Clinton Global Initiative (CGI) commitment
- **2008:** Founding partners (U.S. Green Building Council, National League of Cities, ICLEI and Center for American Progress) commence diverse, consensus-based stakeholder engagement process that includes more than 200 volunteers
 - *Their mission: to address the needs of U.S. cities, towns and counties seeking a common framework for sustainability*
- **2012:** STAR Communities established as independent 501c3 nonprofit organization. Rating System v1.0 released in October. Tested by 30+ pilot communities in 2012-13
- **2013:** First community becomes certified - Tacoma, WA
- **2014:** 40 million people in 90+ cities and counties live in a STAR



THE STAR COMMUNITY RATING SYSTEM

Local leaders use the rating system's menu of 7 goals and 44 objectives to prioritize then measure progress across social, economic and environmental categories.

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	

THE STAR FRAMEWORK

7 GOALS

Example: Built Environment

BROAD SUSTAINABILITY THEMES
WITH COMMUNITY-LEVEL
ASPIRATIONS

44 OBJECTIVES

Example: Housing Affordability

SUBCATEGORIES THAT MOVE THE
COMMUNITY TOWARD THE GOAL

108 OUTCOME MEASURES

Example: Demonstrate that 10% of units built
are dedicated as subsidized affordable housing

408 ACTION MEASURES

Example: Require, incentivize, or
subsidize creation of affordable housing

516 EVALUATION MEASURES USED TO ASSIGN
POINTS

CERTIFICATION LEVELS

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

Currently pursuing certification

Member STAR Community

A community that has expressed a commitment to the STAR Communities' mission and is using the STAR Community Rating System informally



WHO IS STAR CERTIFIED?

Twenty-six communities are STAR Certified as of April 2015. An additional 10+ are expected to certify this spring.

5-STAR Community

- Northampton, MA
- Seattle, WA

4-STAR Community

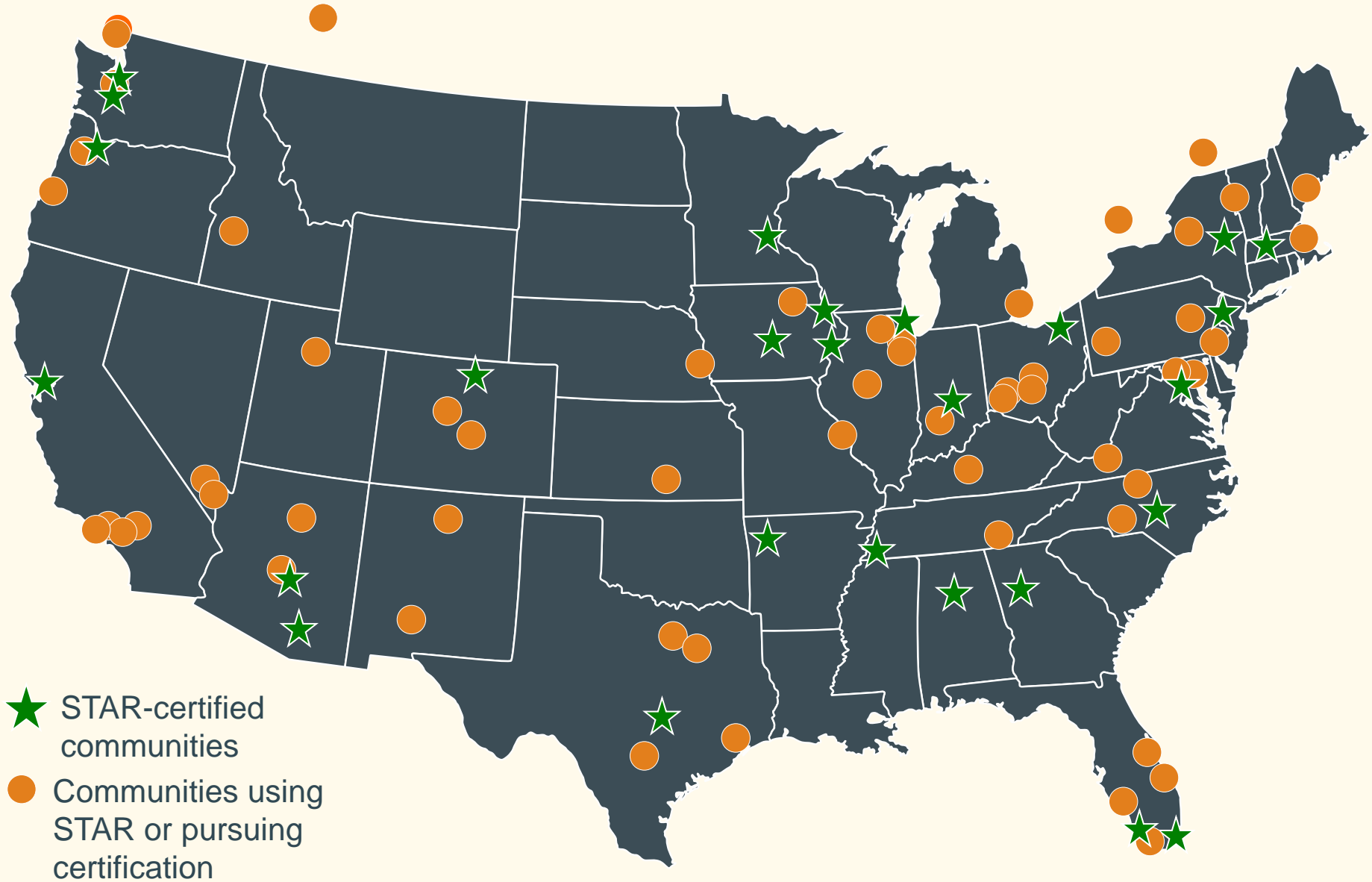
- Austin, TX
- Broward County, FL
- Davenport, IA
- Dubuque, IA
- Evanston, IL
- Memphis, TN
- Portland, OR
- Raleigh, NC
- Tacoma, WA
- Tucson, AZ
- Washington, DC

3-STAR Community

- Albany, NY
- Atlanta, GA
- Birmingham, AL
- Chandler, AZ
- Cleveland, OH
- Des Moines, IA
- El Cerrito, CA
- Fayetteville, AR
- Fort Collins, CO
- Indianapolis, IN
- Lee County, FL
- Rosemount, MN
- Woodbridge, NJ



NEARLY 100 COMMUNITIES ARE USING STAR... THAT'S OVER 40 MILLION PEOPLE!



COMMUNITY ENGAGEMENT

DEMONSTRATE COMMITMENT TO SUSTAINABILITY

Receive basic tools &
support the STAR
Community Rating
System!

MEMBER STAR COMMUNITY

REPORT & CERTIFY

Packages for
communities ready to
gather data, pursue
certification and network
with other leaders.

REPORTING TOOLS PACKAGE

LEADERSHIP PROGRAM

THE IMPACT OF STAR CERTIFICATION



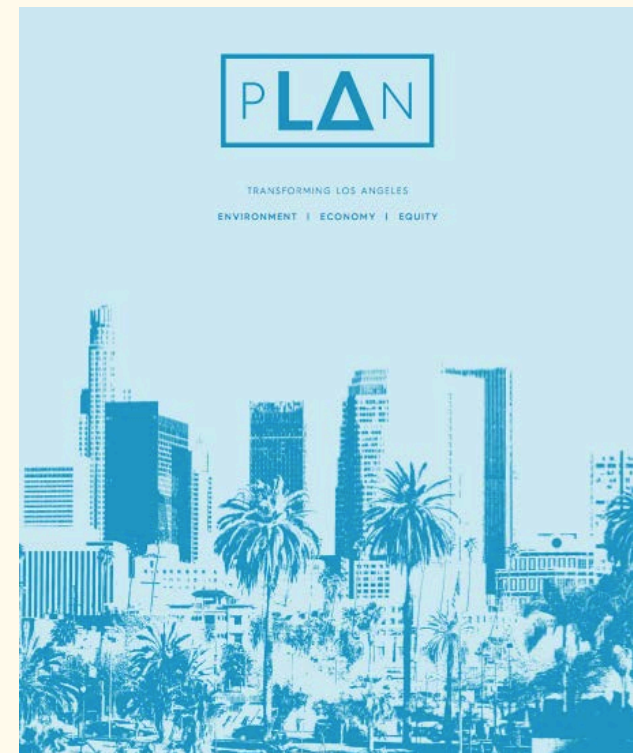
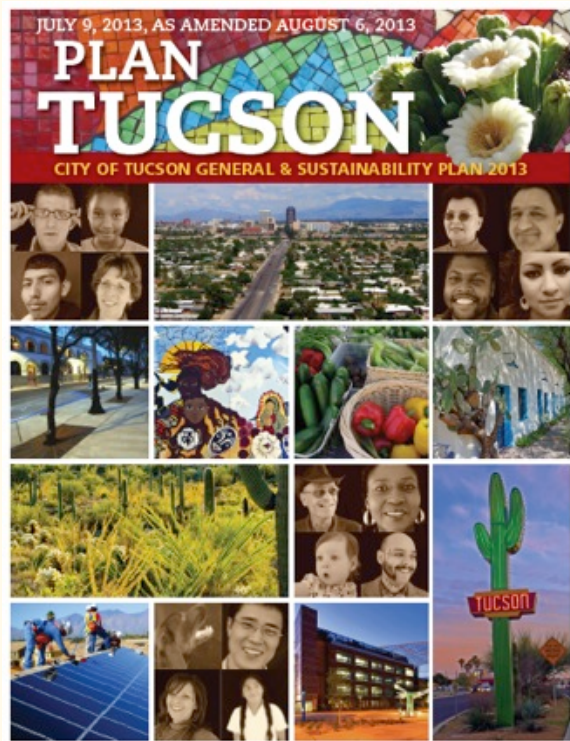
CELEBRATE SUSTAINABILITY PROGRESS

Certification creates opportunities to celebrate local sustainability progress, and acknowledge all of the partners that contribute to local sustainability.



STRENGTHEN LOCAL METRICS

Cities like Tucson, AZ; Washington, DC; and Los Angeles, CA have incorporated STAR's evaluation measures into adopted General Plans, Sustainability Plans, and Annual Reports.



IDENTIFY GAPS & PRIORITIZE INVESTMENT

Seattle's Equity & Environment Initiative



- Gaps identified through STAR Certification informed Mayor's equity initiative
- Local priorities include determining who is and isn't benefiting from Seattle's progress and 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

TUESDAY 17, FEBRUARY 2015

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



CATALYST FOR ACTION

Davenport, IA's Hilltop Campus Village was close to meeting the Compact & Complete Center designation; they reduced travel speeds on Main Street to 25MPH and met the threshold.



Other examples:

- Memphis expedited adoption of the HUD supported GreenPrint Plan
- Reading, PA adopted a Zero Waste Resolution and established a Food Policy Council in advance of verification

Reading seeks 3-star rating from nonprofit organization

By Carole Duran - Reading Eagle correspondent

READING - The Reading Environmental Advisory Council got application from Brian Kelly, executive director of ReDesign R

STAR, an acronym for Sustainability Tools for Assessing and Rating by STAR Communities, a nonprofit organization. It works to help a healthy environment, strong economy and sustainable future.

Kelly said Tuesday that the city's STAR application was submitted take up to 45 days for the city to be evaluated and given a rating

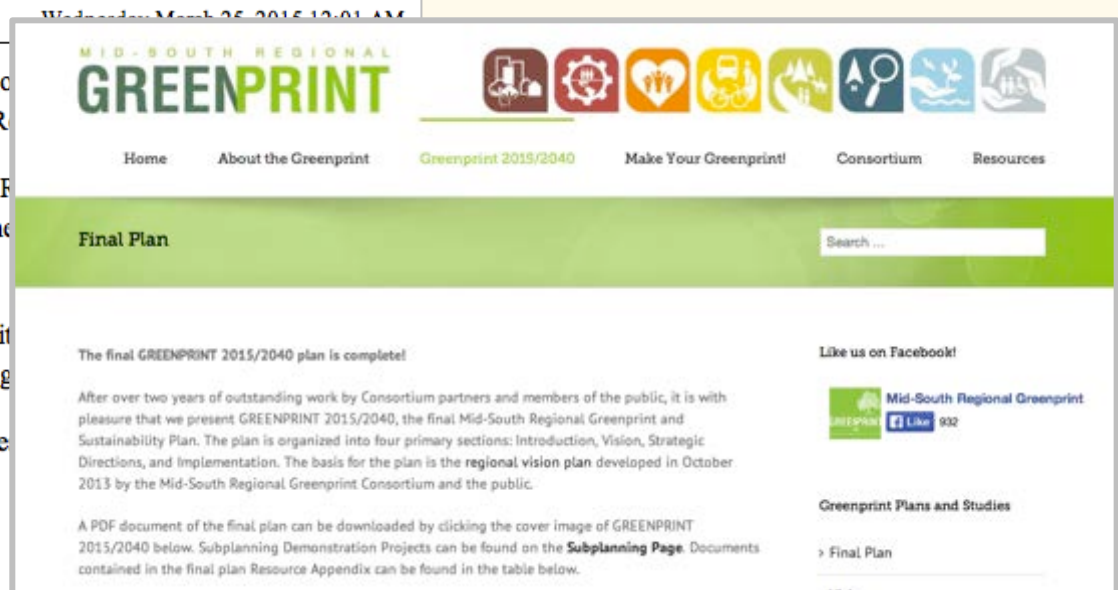
Rating points are given for ordinances and measurable initiative community education.

The city hopes for a 3-star rating.

"Demonstrating increased access to the most vulnerable populations" will be a consideration as the city works to improve its STAR rating, Kelly said.

City Council's plan to pass a zero-waste resolution will also work to improve the rating.

The city has a goal of reaching a 100-percent solid waste diversion program by 2050.



IMPROVE TRANSPARENCY & ACCOUNTABILITY THROUGH PUBLIC-FACING REPORTING

[RESOURCES](#)[MENU](#)

PRELIMINARY FINAL SCORE



602.1/720

APPROVED FINAL SCORE



605.7

EXPORT DATA



BUILT ENVIRONMENT



CLIMATE & ENERGY

IN PROGRESS 88.7/100

BE-1: Ambient Noise & Light

4.7/5

BE-2: Community Water Systems

14.6/15

IN PROGRESS

CE-1: Climate Adaptation

CE-2: Greenhouse Gas Mi

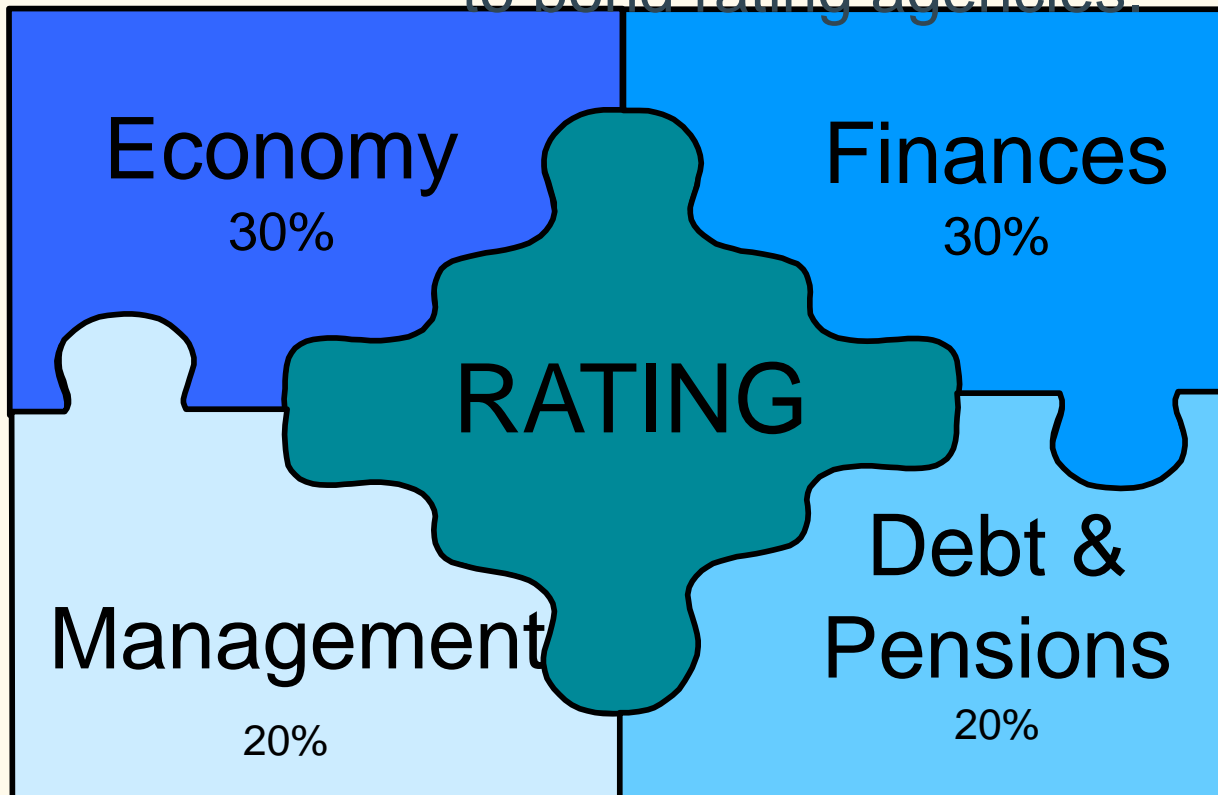
CLIMATE & ENERGY

90 / 100

-	CE-1: Climate Adaptation	15 / 15
+	Outcomes	5.3 / 15
+	Actions	9.7 / 15
-	CE-2: Greenhouse Gas Mitigation	20 / 20
+	Outcomes	12 / 20
+	Actions	8 / 20
+	CE-3: Greening the Energy Supply	12.2 / 15
+	CE-4: Industrial Sector Resource Efficiency	10 / 10
+	CE-5: Resource Efficient Buildings	10.5 / 15
+	CE-6: Resource Efficient Public Infrastructure	7.3 / 10
+	CE-7: Waste Minimization	15 / 15

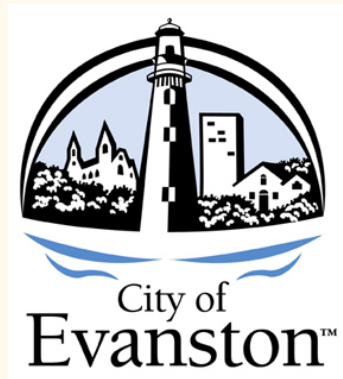
DEMONSTRATE CREDIT- WORTHINESS TO BOND RATING AGENCIES

A commitment to sustainability, performance measurement, and continuous improvement demonstrates forward-looking planning and management best practices to bond rating agencies.



BUILD A CULTURE OF LOCAL SUSTAINABILITY

Evanston, IL is using STAR to build on past livability initiatives and fully engage the community in “creating the most livable city in America.”



Strategic Plan

“Creating the Most Livable City in America”



Healthy Environment, Strong Economy, Thriving Community



Livability Plan

Reduce Carbon Emissions 20% by 2016

**Creating
the Most
Livable City**

EVANSTON'S LIVABILITY ACADEMY

Evanston's Livability Academy will be attended by all city staff, and then rolled out to the community. Covers sustainability and livability in Evanston and asks participants:

"How does your work help make Evanston the Most Livable City? What else can we do to make Evanston the Most Livable City?"



- 75 staff per session
- 13 total sessions
- 3.5 hours each
- 6.5 minute video
- 31 presenters
- 6 TED talks



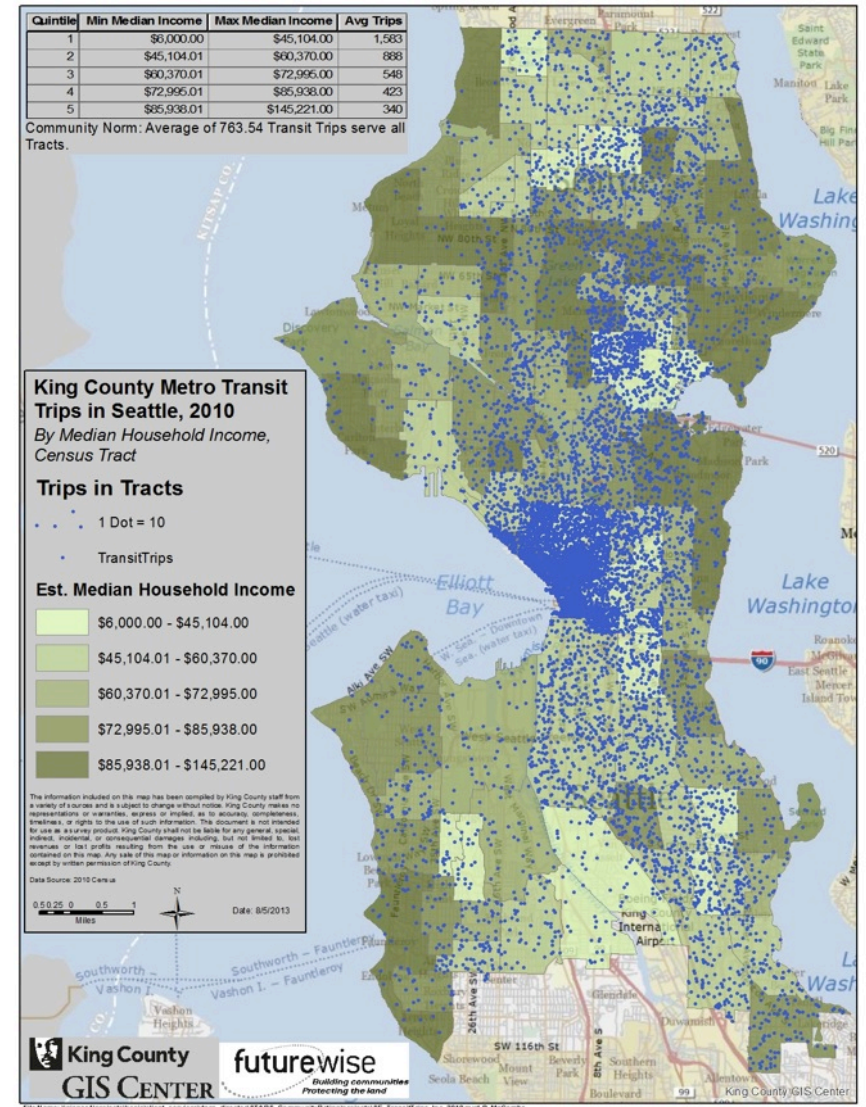
IMPROVE SUSTAINABILITY COMMUNICATION AND EDUCATION

Broward County, FL developed a 4-STAR Broward Branding Toolkit to educate community partners and local leaders on how to leverage the STAR rating to increase economic development opportunities.



ENRICH REGIONAL DECISION-MAKING

Seattle and King County, WA are aligning performance metrics between the two jurisdictions, identifying ways to streamline work and increase results, and are coordinating with funders and partners to see results.





FOR MORE INFORMATION

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