

Transforming sustainability performance with the STAR Community Index™



What is the STAR Community Index?

- A framework for sustainability encompassing the environment, economy, and social equity;
- An **online performance management system** that gathers, organizes, analyzes, and presents information required to meet community and local government sustainability goals; and
- A **rating system** that drives continuous improvement and fosters competition in advancing community health, prosperity and inclusion.

*Built by and for
local governments*

*More than 160 volunteers
representing 50 cities and
counties, state and federal
agencies, non-profit
organizations, national
associations, universities,
utilities, and private
corporations have contributed
thousands of hours and
diverse expertise to the
development of STAR.*

STAR is needed for many reasons.

- STAR provides a national standard for measuring sustainability performance.
- STAR advances data collection, reporting and accountability.
- STAR offers communities the tools they need to succeed.
- STAR advances economic and equity goals, often overlooked in green initiatives.
- STAR fosters collaboration and innovation.

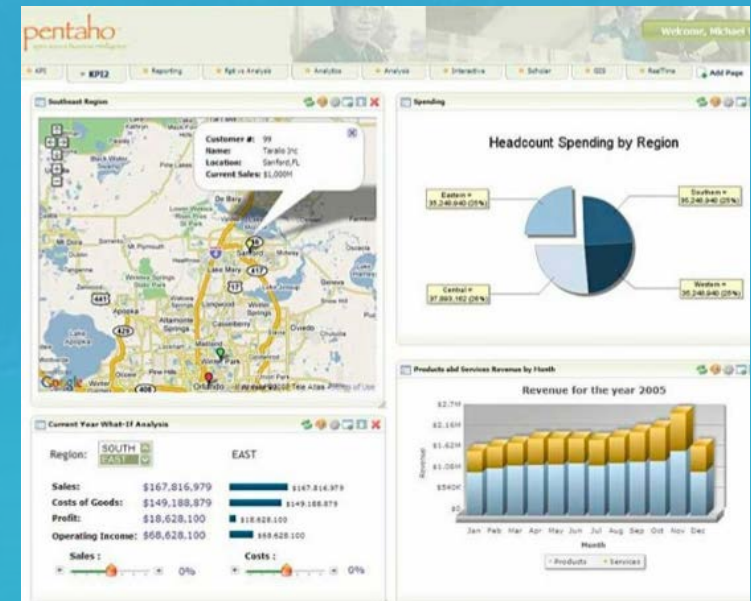
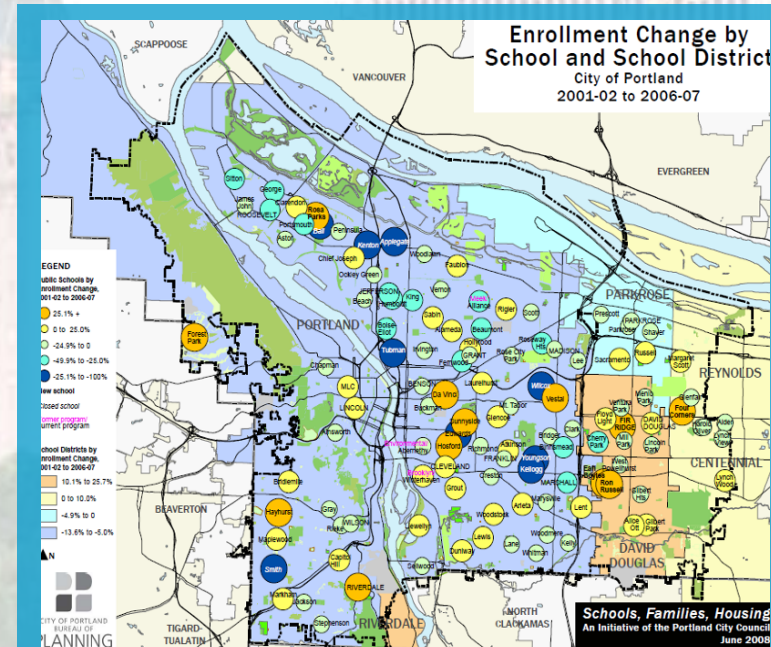
“There is no common way of defining and measuring sustainability. We need a system to quantify how we’re doing and to guide us to further leadership, and that system should be designed by the cities who will use it.”

-Sadhu Johnston,
Deputy City Manager, Vancouver, BC,
and Chair, STAR Steering Committee

STAR is more than a rating system.

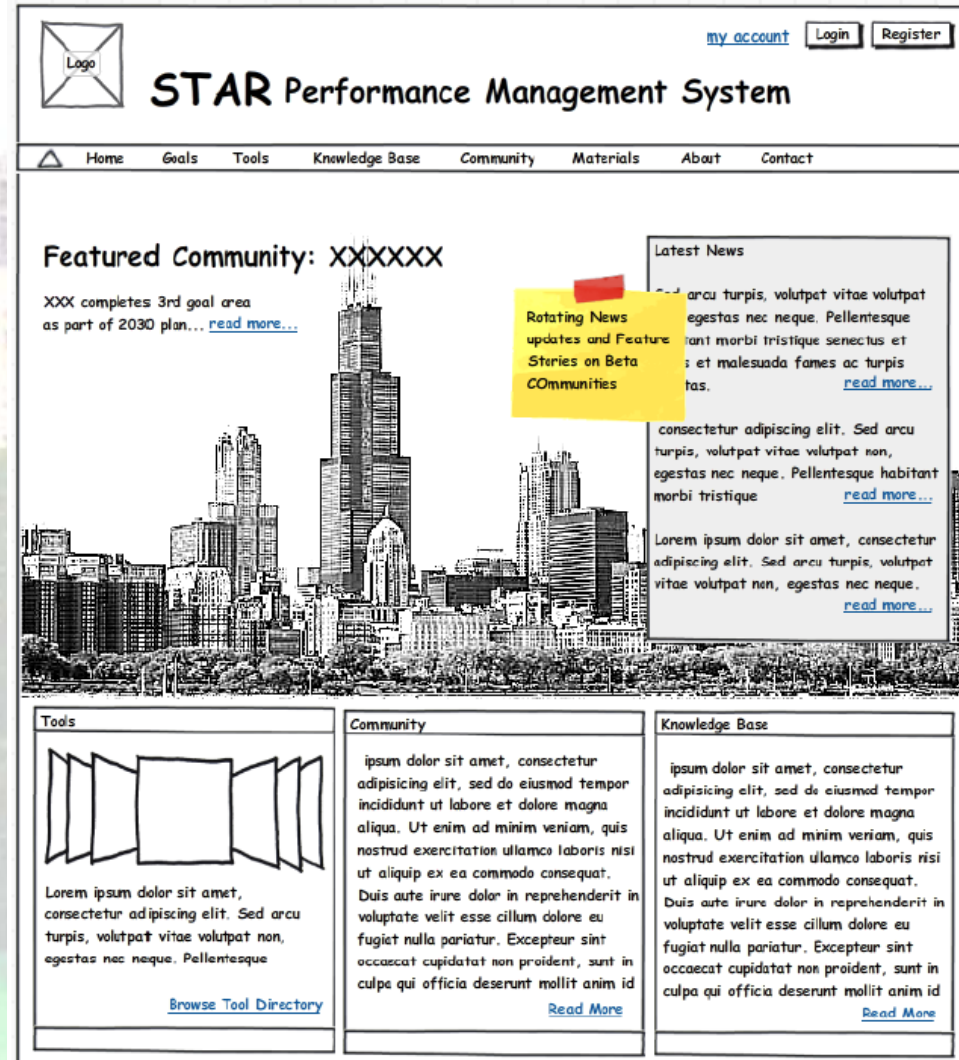
Strategic sustainability planning
& performance management tool:

- Project management and document sharing
- Data gathering and performance reporting
- Customer management system
- Online commons
- Dashboard integrated with applicant website



STAR has existing market demand.

- Atlanta, GA
- Austin, TX
- Boulder, CO
- Chattanooga, TN
- Cranberry Township, PA
- Des Moines, IA
- King County, WA
- New York, NY
- St. Louis, MO
- Washington, DC



STAR Stakeholders

**Executive
Committee**

**Steering
Committee**

**Beta
Communities**

9 Technical Advisory Committees

Environment

**Natural
Systems**

**Planning &
Design**

**Energy &
Climate**

Economy

**Economic
Prosperity**

**Employment &
Workforce
Training**

**Data
Committee**

Society

**Education, Arts
& Community**

**Health &
Safety**

**Affordability &
Social Equity**



STAR Guiding Principles

Think and act systemically.

Instill resiliency.

Foster innovation.

Redefine progress.

Live within means.

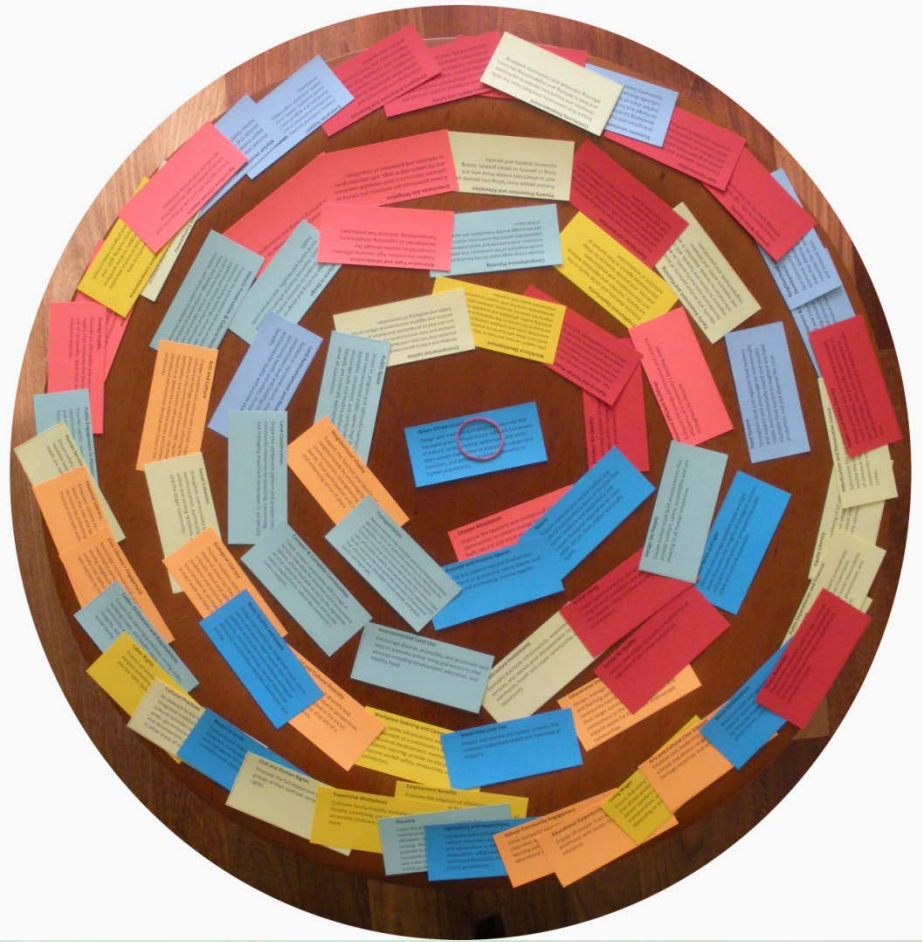
Cultivate collaboration.

Ensure equity.

Embrace diversity.

Inspire leadership.

Continuously improve.



STAR Rating System Framework

<i>Terms</i>	<i>Definition</i>
Goals	Comprehensive community-level aspirations toward achieving sustainability.
Objective	A clear, desired outcome intended to move the community toward the goal.
Performance Measures	<p>Community level outcomes representing the actual state of a system and used to identify progress relative to Objective.</p> <p>Local government actions that are preparatory steps or implementation in nature; proven effective and essential toward achieving Objective.</p>

Examples of STAR Goals & Objectives

NATURAL SYSTEMS	PLANNING & DESIGN	ENERGY & CLIMATE
Nature	Comprehensive Planning	Greenhouse Gas Mitigation
Waste Minimization	Transportation & Mobility	Climate Adaptation
	Compact & Complete Communities	Resource Efficient Buildings
	Housing	

ECONOMIC PROSPERITY	EMPLOYMENT & TRAINING	EDUCATION, ART & COMMUNITY
Industry Sector Development & Revitalization	Workforce Development	Educational Opportunities
Food System		Arts and Culture
Economic Localization		

HEALTH & SAFETY	AFFORDABILITY & EQUITY	INNOVATION & PROCESS
Food Access & Nutrition	Equity Assessment & Plan	
Natural & Human Hazards	Infrastructure Investments	

Performance Measure Example

GOAL AREA: Energy & Climate

OBJECTIVE: Greenhouse Gas Mitigation

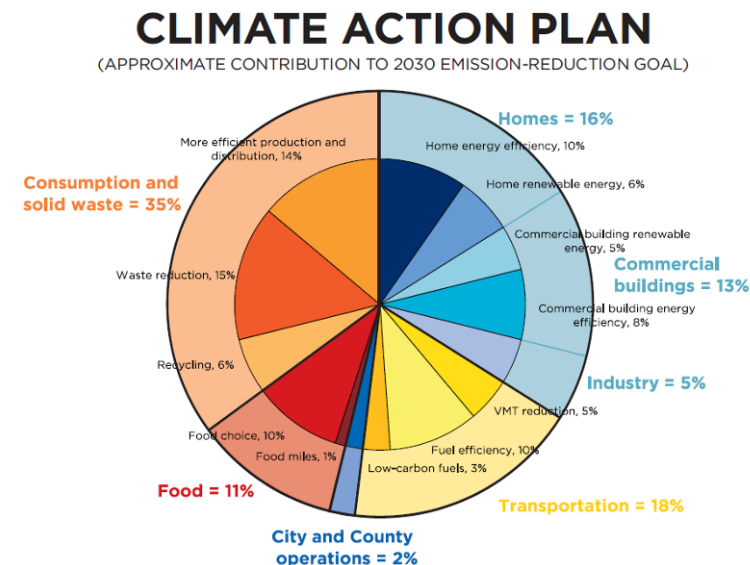
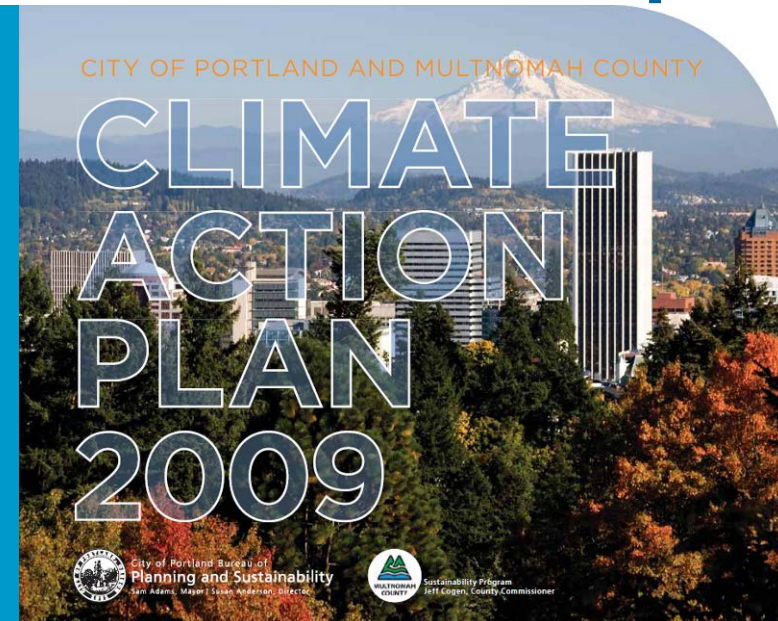
PERFORMANCE MEASURES:

A. Community-level outcomes

Show progress relative to the common long term GHG reduction target of 80% below baseline year GHG emission levels by 2050.

B. Local government actions

Conduct a GHG emissions inventory; adopt reduction target; develop Climate Action Plan; implement the Plan.



Performance Measure Example

GOAL AREA: Health & Safety

OBJECTIVE: Food Access & Nutrition

PERFORMANCE MEASURES:

A. Community-level outcomes

Performance in 5 of 9 categories:

Local Food Production

Access to Food

Food Procurement

Limiting Unhealthy Food

Food & Nutrition Literacy

Household Food Security

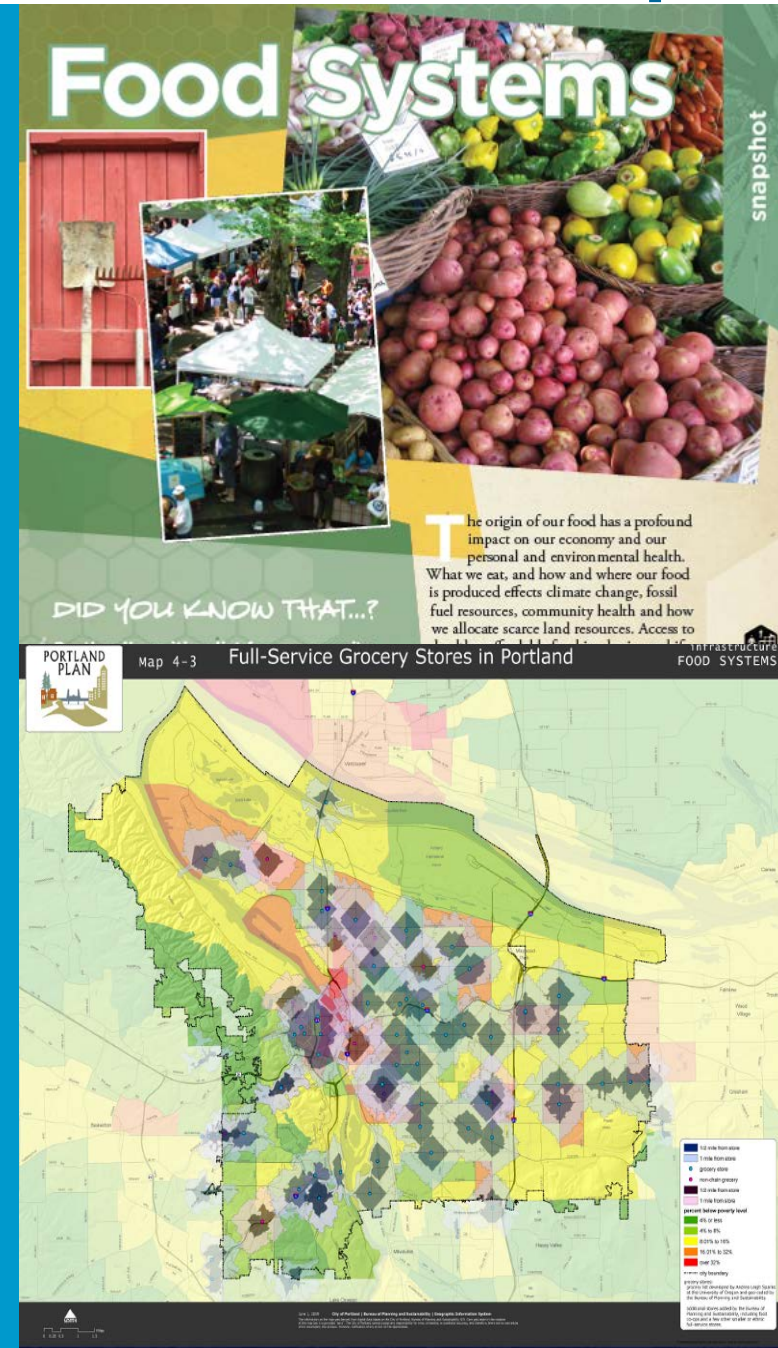
Prevalence & Affordability
of Healthy Food

Nutrition & Health of
Residents

Food Assistance

B. Local government actions

Establish a *Food Policy Council*; conduct an assessment of existing food policies & programs; set targets and objectives; engage the community in the process.



Performance Measure Example

GOAL AREA: Natural Systems

OBJECTIVE: Waste Minimization

PERFORMANCE MEASURES:

A. Community-level outcomes

Meet or exceed an incremental straight-line annual reduction, relative to a common long-term target of a 100% reduction in *total solid waste generated* within the jurisdiction that is disposed of via landfill or incinerator by 2050 from a baseline year.

B. Local government actions

In progress.



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FREDERICK COUNTY DEPARTMENT OF SOLID WASTE MANAGEMENT

Planning & Design

PLANNING & DESIGN

Comprehensive Planning

Transportation & Mobility

Compact & Complete
Communities

Housing

Designing for People

Public Spaces

Land Conservation

Historic Preservation & Cultural
Heritage

Codes, Ordinances &
Requirements

Public Engagement in Planning
& Design



Transportation & Mobility

Performance Measure:

Demonstrate achievement in at least one category:

	<i>Outcome</i>
Transportation Options	Achieve threshold mode split for commute-to-work trips and all trips
Transportation Affordability	Average jurisdiction-wide HH transportation cost < 15% of AMI
Transportation Safety	Decreasing number of traffic-related fatalities, serious injuries and collisions with pedestrians/bikes
VMT	Threshold VMT per capita, averaged over the 3 most recent years

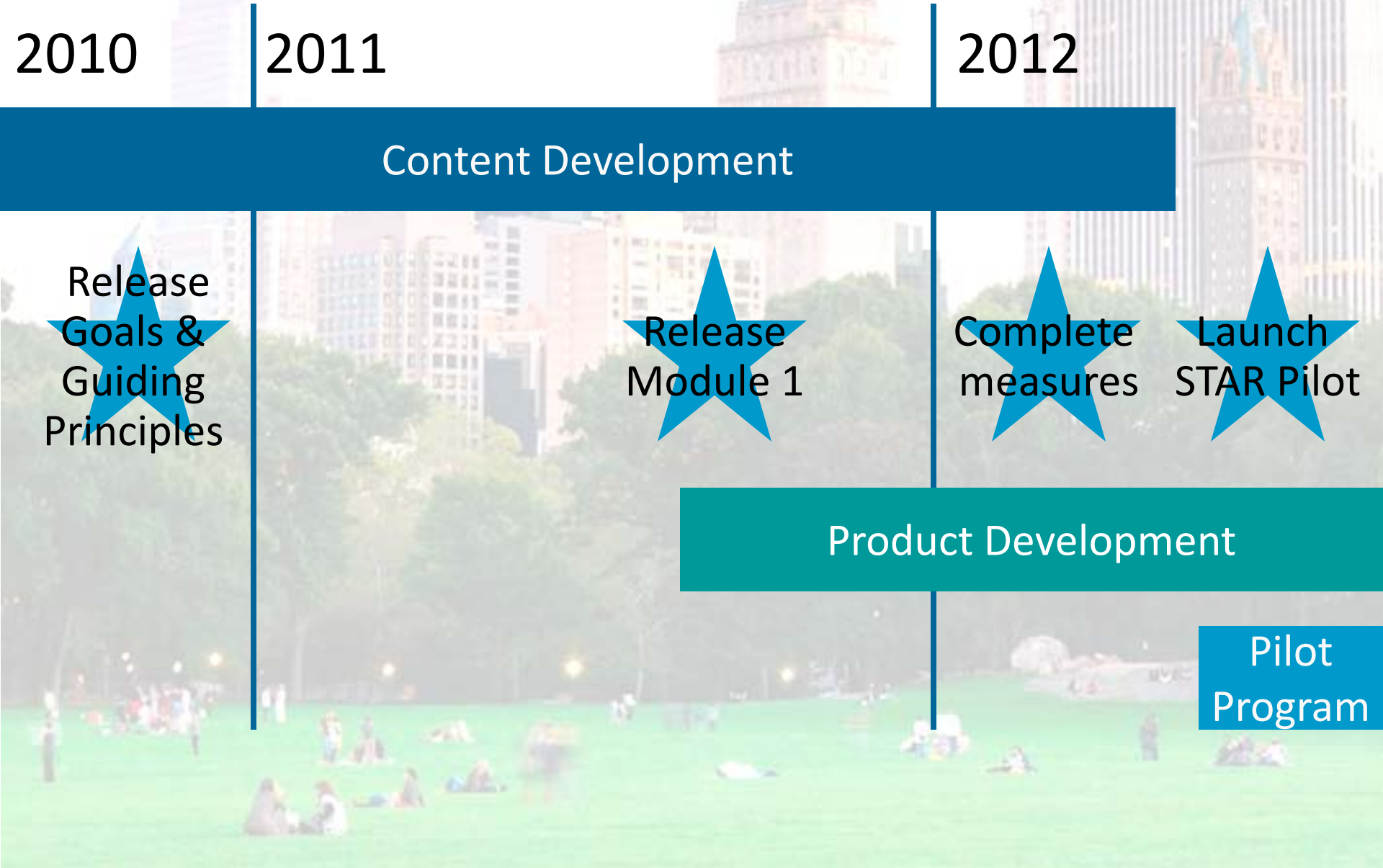
Compact & Complete Communities

Performance Measure:

Threshold % of residents in a community live in an area meeting the criteria for a Compact & Complete Community:

<i>Criteria</i>	<i>Outcome</i>
Distance & Destination	80% of the centroid of Census blocks are within ¼-mile of 6 of 10 local services – e.g. elementary school, restaurant, fresh food market, library
	90% of the centroid of Census blocks are within ½-mile of 12-18 local and other essential services – e.g. fire station, regional park, medical center
Design	Examples: <ul style="list-style-type: none">• 90% of bldg entrances face public space, connected via sidewalks• 90% of streets include continuous sidewalks• At least 150 intersections per square mile
Density	Minimum density of 12 HH / acre

Beta Tool & Pilot Program



Sustainability Progress in 5 Steps.

- 1 Register your community at STAR Online.
- 2 Choose sustainability goals from a menu of options.
- 3 Measure & report performance using a customized dashboard.
- 4 Submit performance for validation.
- 5 Obtain STAR Community certification.

Be a STAR Community.



Be resilient.

Be prosperous.

Be healthy.

Be efficient.

Be innovative.

Be inclusive.

Be livable.