



Council Memorandum

To: The Honorable Mayor and City Council
From: Community Sustainability Advisory Board
Date: September 18, 2008
Re: CSAB Priorities

Purpose of Agenda Item: The Community Sustainability Advisory Board is pleased to present Council with their top 13 priorities to work on over the next six months. The Board considered the Sustainability task force recommendations, Council's goals, and public comments over the past several months and narrowed the list down to 13 initial priorities. While the list is not inclusive of every project and idea, it targets the projects that the Board has concluded will be the most effective and allow the City to make significant progress in the short term. At this meeting, the CSAB would like to discuss the following priorities and ask questions about direction, funding, and future communication.

1. Initiate an educational / promotional campaign for reducing solid waste, energy reduction (promote CFL use), alternative transportation and water consumption.

Significant progress can be made toward Council's goals if citizens actively participate in the City's sustainability efforts. A comprehensive plan for community outreach is needed to effectively communicate the tools and information that can be used by citizens. The City should hire a marketing consultant to work with the communications department to create the campaign.

2. Undertake a feasibility study of larger renewable energy projects that will result in more meaningful renewable energy production levels.

The CSAB is interested in targeting community-wide projects that will yield significant results in both creating sources of renewable energy and reducing current dependency on conventional sources of energy. Such projects will be important in terms of meeting the Golden Sustainability Initiative's goals for increasing consumption of renewable energy. With fiscal responsibility in mind, the "biggest bang for our buck" projects may involve partnerships with other agencies such as CSM or NREL.

3. Develop branding for a common look and feel.

Recognition and establishment of the City's program as an important source of information is vital to the program's success. A branding program should include creating logos, taglines, visual materials, and a marketing strategy but even more important, website development for disseminating information to residents and members of the public. Branding will emphasize our commitment to consistent and reliable information for citizens and be available through a transparent decision-making process.

4. Adopt LEED silver standards on all new City construction and LEED EB for all City renovations.

The CSAB feels strongly that the City should set the example for the rest of the community with regards to green construction. Adoption of the LEED program for city buildings will provide an established standard that is recognizable to many people.

5. Participate in the Insulate Colorado program.

The State of Colorado Governor's Energy Office (GEO) partners with local Colorado governments to offer rebates directly to qualifying homeowners for the installation of insulation and air sealing measures through the Insulate Colorado program. The program provides a rebate to homeowners that insulate and air-seal their attics and exterior walls to the recommended R-Values presented in the 2006 International Energy Conservation Code (which is currently Golden's adopted code). The CSAB would research the program and recommend an appropriate level of matching funds the City would need to allocate based on the anticipated demand for Golden residents.

6. Establish incentives and education for energy audits.

The Economic Development Commission currently has a program for energy audits for commercial businesses. The CSAB would like to also involve residential homes and expand opportunities for building owners to realize reduced energy costs and conservation.

7. Waive all solar fees in the City and investigate decreasing other fees or incentivizing sustainable projects.

To make a visible statement about the City's commitment toward renewable energy, the Board recommends waiving building permit fees associated with solar energy infrastructure. Also, to promote other renewable or green building projects, the Board would like to research and recommend an incentive fee structure that would promote adoption of sustainable practices.

8. Adopt new code changes for commercial and residential buildings that promote green construction.

The CSAB will be researching options for new green building standards with the City's chief building official, Gerry George. The Board will consider several different code options, including LEED, Energy Star, International Code Council codes, etc and make a recommendation to Council.

9. Work with Planning Commission to identify potential code amendments to promote sustainability.

In addition to adopting green building codes, the Board recommends a parallel effort to identify barriers to and opportunities for incentives for sustainable land uses, including issues such as poultry uses, water efficient landscaping and conflicts with future green building codes. The CSAB will work jointly with City staff and the Planning Commission to create a list of recommended code changes.

10. Create a program to assist low or zero waste events.

The City hosts or is party to many annual events held in the city parks and downtown. In order for the City to lead in demonstrating how a community can reduce waste, the CSAB would create a comprehensive program to assist event permittees in creating successful low or zero waste events. The CSAB would work with the Parks and Recreation department, City Clerks office, and research possible funds through CDPHE's Recycling Resource Economic Opportunity grant program.

11. Establish recycling options in downtown and all city parks.

Another example of how the City can show leadership is by making recycling available to visitors to our downtown and users of the park system. By placing one recycling container adjacent to each trash container, the City can promote single-stream recycling and effectively communicate our commitment to solid waste reduction.

12. Identify need and potential location for bike storage and lockers (at 10th and Washington bus stop).

To facilitate increased participation in alternative transportation methods, namely bicycling, the CSAB would like to submit a cost-benefit proposal for adding a bike locker facility at a highly visible location

such as the 10th & Washington bus stop.

13. Establish a working group of citizens to help establish a community garden.

Setting the example for how Golden residents can live more sustainably, the CSAB would like to convert at least one underutilized area in the City into a community garden. Some residents may lack the space for a garden or perhaps just need a visible example of how they might be able to create a successful garden at their own residence. While the City could provide a site and irrigation and the CSAB would facilitate community groups to organize and maintain the site.

Other Projects – The CSAB supports Council's efforts already underway in the RFP process for a Transit Study for future infrastructure and service needs for alternative transportation as well as the community outreach effort to look at alternative ways for handling trash and recycling in the City. We applaud City Council's effort toward these studies and look forward to providing support for these projects. The CSAB requests an opportunity to extend our expertise, not only for input on the Transit Study and solid waste program prior to implementation, but also in other new ideas from Council as well.

Fiscal Impact: The Board recommends funding for the 13 priorities, only some of which would require actual monetary investment for implementation. The initial education program (#1), branding effort (#3), and the Community Garden (#13) would require relatively modest funds for start up costs. Potentially larger cost would be incurred with a cash match requirement to participate in the Insulate Colorado program (#5), energy audits (#6) and initial capital costs for recycling containers downtown and in City parks (#11) and bike storage lockers (#12). Several of the items though, will not require significant costs beyond the need for public outreach such as the review of building permit fees (#7) and adopting green building regulations (#4,#8, & #9).

Next Steps – Each of the projects will be analyzed for costs and benefits prior to implementation. Projects that require capital funding or Council action will be scheduled for Council review at a future date and will include a process for public input. The CSAB will also create a strategic plan to include the following:

- Organization of the many ideas coming from Council, the Board, the recommendations from the citizen working groups and the public. In particular, the plan will include how and when the Community Working Group recommendations will be addressed.
- Identify potential projects and set timelines for implementation.
- Map out how the City can achieve our targeted reduction goals on an annual basis. The plan will outline what achievements will be planned for 2009, 2010, etc.
- Outline an approach to determine individual project cost and effectiveness in direct relation to achieving Council's goals.

Similarly, the CSAB will also work on an annual report for submittal to Council in December which will contain new information compared to the 2006 baseline and measure where we are at relative to the City's goals.

Recommendations: The CSAB would like to discuss the following items with Council:

1. Is the Board's direction appropriate with regards to these initial goals?
2. Are there additional items that need to be included in the Board's short term priorities?
3. Does Council require additional information regarding specific recommendations in order to

make a decision whether or not to move forward?

4. What can the Board expect in terms of sustainability funding, the budget process, and anticipated timeline for acting on specific recommendations?
5. How can we structure our communication with Council so that we are both aware of other efforts and can avoid duplication on those efforts?

The CSAB looks forward to meeting with Council on September 25th to discuss these items and answer Council's questions.