STAR COMMUNITIES

SUSTAINABILITY
TOOLS FOR
ASSESSING &
RATING COMMUNITIES

SET GOALS. MEASURE PROGRESS.

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SUSTAINABILITY **T**OOLS FOR **A**SSESSING & **R**ATING COMMUNITIES

COG Built Environment & Energy Advisory Committee Meeting

Hilari Varnadore, Executive Director
Lacey Shaver, Program Coordinator

AGENDA

- Introduction to STAR
- Rating System Framework
- What you can do with the STAR Framework
- Subscriptions and ways to engage

Built by and for Local Governments

- In 2008, ICLEI-Local Governments for Sustainability, the U.S. Green Building Council, National League of Cities, and the Center for American Progress announced formal partnership

- Established a diverse, consensus-based stakeholder engagement process

- More than 200 volunteers representing cities and counties, state and federal agencies, non-profit organizations, national associations, universities, utilities, and private corporations
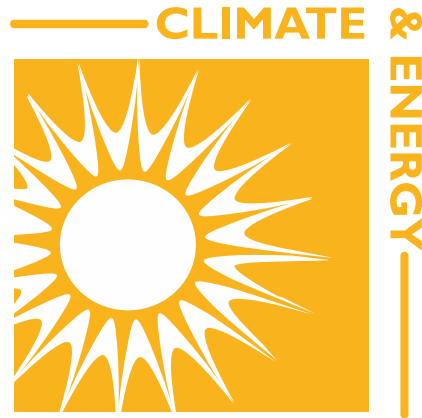
The Need for a Sustainability Rating System

- New and dynamic field
- Large number of indicators
- Data collection
- Limited staffing and financial resources
- Agency silos

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STAR Community
Rating System Framework

Rating System's Goal Areas

The STAR Community Rating System

Goal Areas & Objectives are mapped and rated in the online system, helping local leaders set goals and measure progress across areas.

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	

Parts of the Rating System

GOALS
Sustainability themes with comprehensive community-level aspirations

OBJECTIVES
A clear, desired outcome intended to move the community toward the goal

OUTCOME MEASURES
Community-scale results: the measureable aim or purpose of each Objective

ACTION MEASURES
The steps you are taking to move the needle towards sustainability

Innovation & Process

- Best Practices & Processes
  - Comprehensive Planning
  - Public Engagement
  - Codes and Ordinances
- Exemplary Performance
- Local Innovation
- Regional Priority & Collaboration

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Points & Scoring

GOAL	POINTS AVAILABLE
Built Environment	100
Climate & Energy	100
Education, Arts & Community	70
Economy & Jobs	100
Equity & Empowerment	100
Health & Safety	100
Natural Systems	100
Innovation & Process	30
TOTAL	**700**

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Certifications & Recognitions

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 (50-199 points)
- *Currently pursuing certification*

Participating STAR Community
- *Evaluating current status using STAR's Self-Assessment checklist*

How can your community use STAR?

Learn from a Common Framework

Washington, DC; Tucson, AZ; and Lee County, FL used STAR as the framework for their first sustainability plans.

Measure & Communicate Progress

Indianapolis used the Rating System as a design template for the layout of their annual sustainability report. They also used it to identify metrics to add into the report.
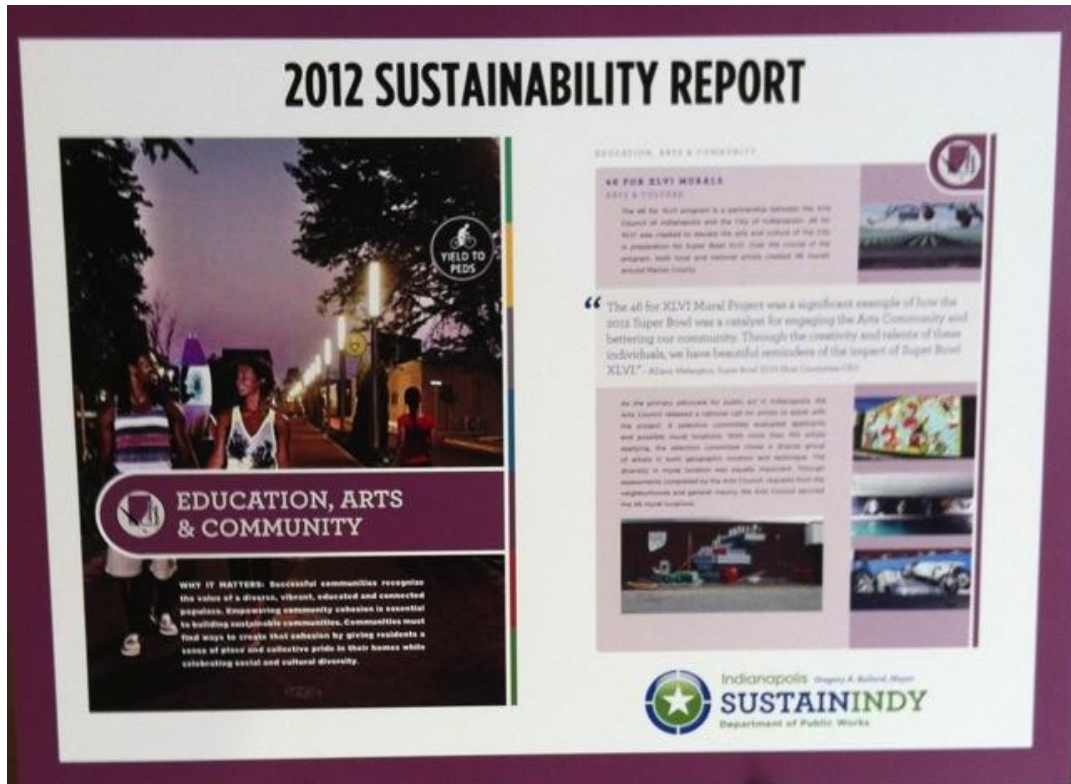
Coordinate Work Across Jurisdictions

Seattle and King County, WA are using the Rating System to align performance metrics between the two jurisdictions and to identify ways to streamline sustainability work and increase results

Engage Community Groups

Drive Sustainable Economic Development

Rockingham County, NC and Cleveland, OH are rethinking their approach to sustainable economic development and are participating in STAR to drive growth and make their communities more competitive in today's global market.
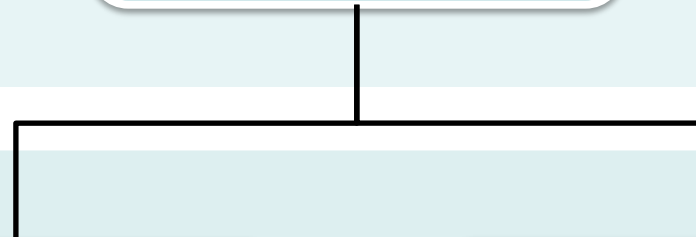
Pathways to Certification

An introductory package that helps you decide whether certification is right for your community

Participating
STAR
Community

Subscription packages for communities that are ready to gather data and pursue certification

Reporting
STAR
Community

Leadership
STAR
Community

Subscription Features	Participating STAR Community	Reporting STAR Community	Leadership STAR Community
Technical Guide	X	X	X
Self Assessment Checklist	X	X	X
Intro to STAR Training	X	X	X
E-Communications	X	X	X
Access to STAR Network	X	X	X
1-hour call with STAR staff	X	X	N/A
Reporting Tool Access		X	X
STAR Coordinator			X
Two-Day In-Person Kickoff Training			X
Monthly Webinars			X
Media Services			X
Certification		X	X
Intro Pricing	$500/year	$1,500/year (additional $1,500 certification fee)	$5,000-$15,000 based on population

Leadership Program Overview

The Leadership STAR Community Program **convenes a diverse mix of cities and counties** dedicated to achieving a certified STAR Community Rating.
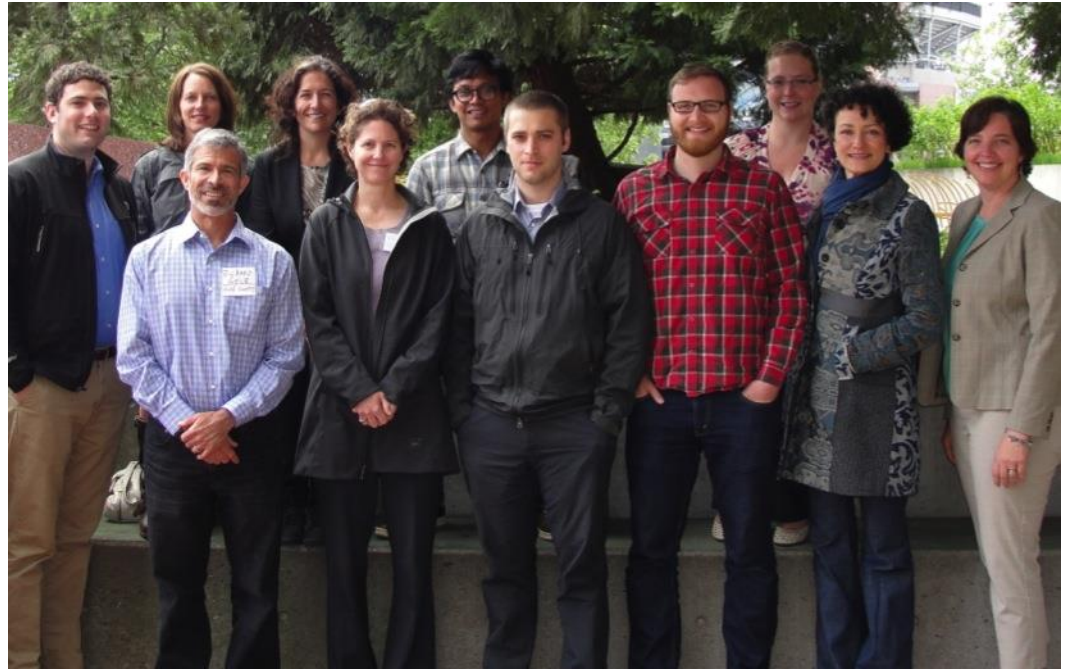
The program **provides extensive support and training** to help jurisdictions get organized, collect, and report data for certification.

Leadership Program Benefits

- 2-day in-person kickoff training for two team members

- 1-hour "Intro to STAR" web training

- A dedicated STAR staffer for check-in calls and tech questions

- Access to the Technical Guide

- Access to the Self Assessment Checklist and Online Reporting Tool

- Monthly webinars and education programming

- STAR PR to assist in local storytelling

- E-communications, including newsletters and an internal listserv

- Verification of the community's application for official STAR certification ($1,500 value)

Term: January 1, 2014 to December 31, 2014

January Kickoff Training
Location: Broward County, FL

Program fee covers 2 attendees – one manager or elected official and one program staff

- Introduction to all STAR tools and support
- Learn from pilot communities about different ways to use the Rating System in your community
- Tips for getting organized and collecting data
- Session on internal and external messaging
- Tours, networking, and fun activities

Financial Assistance

Assistance provided via the Funders' Network for Smart Growth and Livable Communities for:

- **Scholarships** to offset program fees

--OR--

- **Capacity support** to assist the local government in collecting the data required to complete the application for STAR certification (e.g. staff time, interns, consultants)

Financial Assistance Requirements

- Applicants **must** identify a local philanthropic partner to support the community's participation in the Leadership Program

- Additional selection criteria include:
    - Demonstrated need by the jurisdiction
    - In-kind resources committed by the local government
    - Secured funding match from local philanthropic organization
    - Amount of the request relative to leveraged resources

Application Process & Deadlines

Date	Milestone
September 1, 2013	Applications available
September 6, 2013	Briefing call
October 15, 2013	Deadline to apply
November 1, 2013	Decision announcements
December 15, 2013	Payment deadline
January 1, 2014	Program commences
January 28-29, 2014	Tentative dates for kick-off training
December 31, 2014	Formal program concludes

STAR COMMUNITY RATING

STAR Network of Communities

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