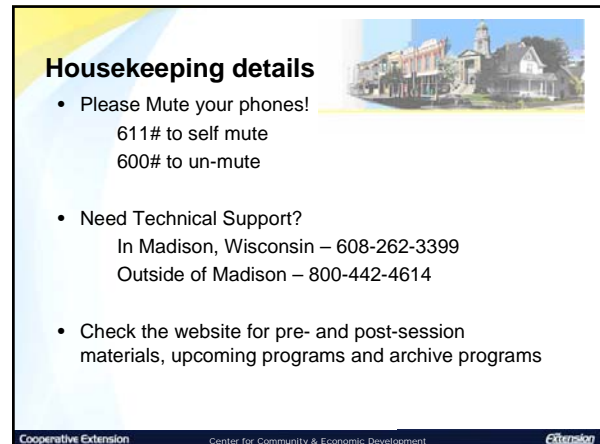


2008-2009
Building Communities Educational Series:
Focus on Sustainability

*Brought to you by the Center for Community & Economic Development,
 Co-sponsored by the Sustainability and Energy Teams
 University of Wisconsin- Extension*

UW
Extension

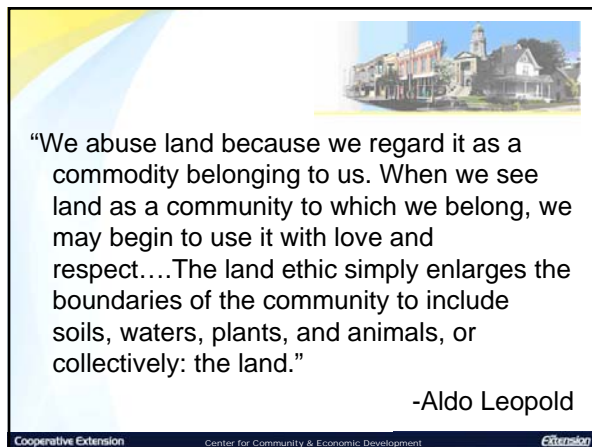
Cooperative Extension Center for Community & Economic Development Extension



Housekeeping details

- Please Mute your phones!
 611# to self mute
 600# to un-mute
- Need Technical Support?
 In Madison, Wisconsin – 608-262-3399
 Outside of Madison – 800-442-4614
- Check the website for pre- and post-session materials, upcoming programs and archive programs

Cooperative Extension Center for Community & Economic Development Extension



“We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect....The land ethic simply enlarges the boundaries of the community to include soils, waters, plants, and animals, or collectively: the land.”

-Aldo Leopold

Cooperative Extension Center for Community & Economic Development Extension



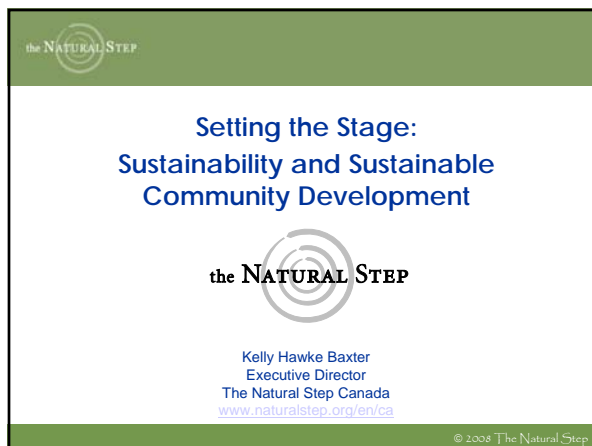
the NATURAL STEP **Today's Presenter**



Kelly Hawke Baxter

is Executive Director of The Natural Step Canada, a national non-profit organization that helps businesses, communities, and individuals integrate environmental, economic and social priorities into their daily decision-making. Kelly has been working on environmental issues for 15 years. Before working with The Natural Step, Kelly served as Director of Communications for Canada's National Round Table on the Environment and the Economy (NRTEE). A journalist by training, Kelly has 20 years of experience in communications, and has worked at CTV and The Financial Post. She holds Masters Degrees in both Development Studies, and International Journalism.

© 2008 The Natural Step



the NATURAL STEP

Setting the Stage:
Sustainability and Sustainable
Community Development

the NATURAL STEP

Kelly Hawke Baxter
 Executive Director
 The Natural Step Canada
www.naturalstep.org/en/ca

© 2008 The Natural Step



the NATURAL STEP **Finding the way**



© 2008 The Natural Step

the NATURAL STEP Key points

1. Introduction and background
2. Sustainable Community Planning
 - What is it?
 - Why should I do it?
 - How do I get started?
3. Common elements of successful plans
4. The Planning Process
5. Making sense of existing initiatives, tools and concepts
6. Examples
7. Questions

© 2008 The Natural Step

the NATURAL STEP The Natural Step: who are we?



The Natural Step is an international non-profit research, education and advisory organization that uses a science-based, systems framework to help organizations, individuals and communities take meaningful steps toward sustainability.



© 2008 The Natural Step

the NATURAL STEP The Natural Step Framework

1. A shared science- and systems-based definition for sustainability
2. A decision-making framework and process to help organizations and communities plan for sustainability
3. A compass to help us know if we're moving in the right direction



© 2008 The Natural Step

the NATURAL STEP The Natural Step: who uses it?



© 2008 The Natural Step

the NATURAL STEP The sustainability challenge



© 2008 The Natural Step

the NATURAL STEP Only one planet



© 2008 The Natural Step

“A vision without a plan is just a dream. A plan without a vision is just drudgery. But a vision with a plan can change the world.”

– Old Proverb

What is a sustainable community plan?

- A high-level overarching plan that articulates a desirable and sustainable future
- A strategic plan to move towards that future
 - identifies short, medium and long term actions
 - tracks and monitors progress
 - reviewed and revised on an annual basis
- A guide for the development or alignment of all municipal plans and documents

Why create a sustainable community plan?

“The future is not something we enter. The future is something we create.”

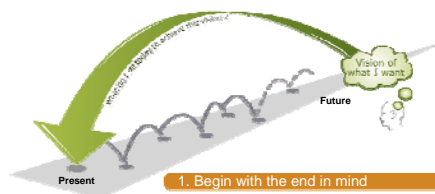
– Leonard Sweet, Author/Futurist

How do we get started?



“It’s hard to know if you’re moving in the right direction if you don’t know where you’re going.”

Backcasting



Elements of successful plans

- ✓ Political will to commit resources
- ✓ Vision-led process
- ✓ Backcasting (beginning with the end in mind)
- ✓ Picking the low-hanging fruit (& celebrating early-wins!)
- ✓ Democratic process (engage the community)
- ✓ Leading from the side
- ✓ Taking a systems approach (look at the big picture)
- ✓ Broad involvement
- ✓ Keeping it going

the NATURAL STEP Sustainable Community Planning

What's the process?

Phase 1 Structure the Planning Process

Phase 2 Create Shared Understanding of Sustainable Community Success

Phase 3 Determine & Analyze Strategies for Community Success

Phase 4 Identify Initiatives to Move from Current Reality to Success

Phase 5 Ongoing Monitoring and Implementation

© 2008 The Natural Step

the NATURAL STEP Phase 1 – Structuring the Process

Key Steps

1. Commit to do a Community Sustainability Plan
2. Determine the Planning Parameters
3. Identify a Process Leader and Other Expertise
4. Form a Citizens Advisory Group
5. Plan the planning process

© 2008 The Natural Step

the NATURAL STEP Phase 1 – Structuring the Process

Desired Outcomes

1. Staff resource or volunteer is identified to manage the project;
2. A process for the development of the plan is created;
3. A committee of community champions, or Citizens Advisory Group, is formed to provide guidance during the planning process

© 2008 The Natural Step

the NATURAL STEP Phase 2: Created Shared Understanding of Success

Key Steps

1. Engage stakeholders in the community
2. Understand what sustainability means for the community
3. Create a shared vision for the community

© 2008 The Natural Step

the NATURAL STEP Phase 2: Created Shared Understanding of Success

Desired Outcomes

1. A statement of the community's values and a vision statement.
2. A successful community vision should be "felt in the heart and understood in the mind".

© 2008 The Natural Step

the NATURAL STEP Phase 3 – Analyze Strategy Areas

Key Steps

1. Identify Strategy Areas (eg. housing, transportation, waste)
2. Form Task Forces around Strategy Areas
3. Train on Community Vision and definition of Sustainability (eg. Sustainability Principles)
4. Develop Descriptions of Success in Strategy Areas
5. Identify Potential Strategy Area-specific Targets and Indicators
6. Develop Descriptions of Current Reality in Strategy Areas

© 2008 The Natural Step

the NATURAL STEP Phase 3 – Analyze Strategy Areas

Creative Tension

Creative tension comes from seeing clearly where we want to be, our 'vision,' and telling the truth about where we are, our 'current reality.' The *gap* between the two generates a natural tension."

- Peter Senge, Author

© 2008 The Natural Step

the NATURAL STEP Phase 3 – Analyze Strategy Areas

Desired Outcomes for each strategy area

1. Clear descriptions of success
2. Clear descriptions of current reality

© 2008 The Natural Step

the NATURAL STEP Phase 3 – Strategy Areas

Potential Strategy Areas

Affordability & Housing	Learning
Arts/Culture/Heritage	Health & Social
Built Environment	Materials & Solid Waste
Economic Development	Natural Areas
Energy	Recreation & Leisure
Food	Transportation
Governance & Partnerships	Water

© 2008 The Natural Step

the NATURAL STEP Phase 4 – Action Planning

1. Generate ideas and investments that bridge the gap between current reality and description of success
 - Brainstorming exercise so be creative and extensive
 - Include ideas that today may not be technically or economically feasible
2. Prioritize initiatives and investments based on strategic questions
 - Right direction? Toward vision & sustainability principles?
 - Flexible platform? ROI?
3. Assign Responsibility for Implementation
4. Compile into single overarching plan
 - Identify integrated and high leverage opportunities

© 2008 The Natural Step

the NATURAL STEP Phase 4 – Action Planning

Desired Outcomes

1. A list of actions and initiatives that have been sorted into immediate, medium-term and long-term priorities to be integrated into business plans and budgets of the municipality and its partners in the planning process.

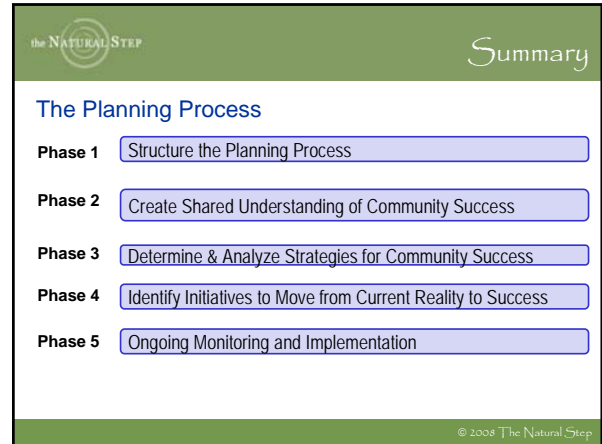
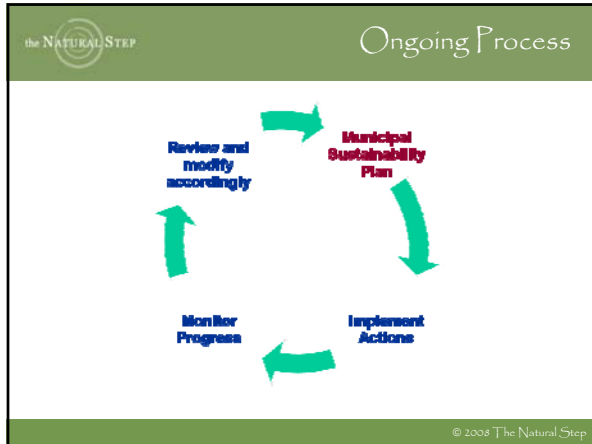
© 2008 The Natural Step

the NATURAL STEP Phase 5 – Ongoing Monitoring and Implementation

Key Steps

1. Implement actions
 - Consider community partnership agreements
2. Monitor progress
3. Review and revise on an annual basis
4. Report to the community and celebrate success

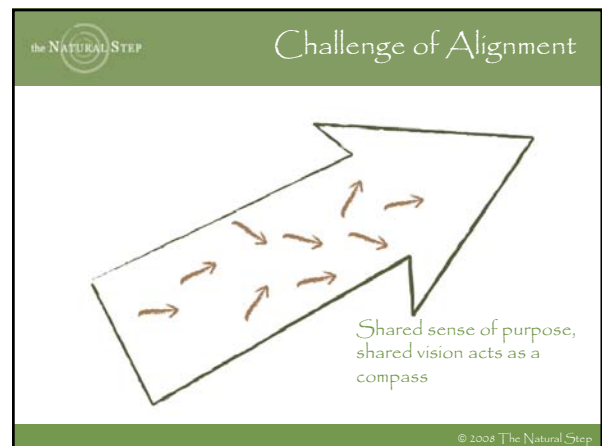
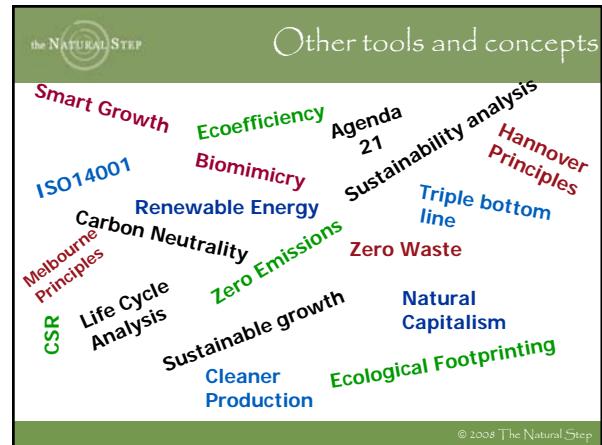
© 2008 The Natural Step



the NATURAL STEP Existing Plans and Programs

Land Use	Arts and Culture
Solid Waste	Recreation and Tourism
Growth Management	Historic Preservation
Transportation	Water supply and wastewater
Economic Development	Energy
Affordable Housing	Air quality management
Open Space Protection	Social Services

© 2008 The Natural Step



the NATURAL STEP

Challenge of Alignment

Aligned and moving in the same direction

© 2008 The Natural Step

the NATURAL STEP

Summary

1. Agree on the process and get key stakeholders on board;
2. Create a shared understanding of where you want to go;
3. Understand where you are today;
4. Identify actions to help bridge the gap
5. Pick the best tools and concepts to help you bridge the gap;
6. Keep evaluating and monitoring your progress

© 2008 The Natural Step

the NATURAL STEP

Whistler's path toward sustainability

the NATURAL STEP

Creativity within Constraints

2060 Whistler & sust

WHISTLER 2020 Description of Success

Global population Resources

Actions

the NATURAL STEP

New way of doing business

Antifreeze Current Capabilities

Regional Air Quality

What is measured?
This indicator measures the number of exceedances of the provincial Air Quality Index (AQI) in Whistler during the last year. This index is primarily driven by ground level ozone, a regional ambient air pollutant that is created by a reaction of other air pollutants in the presence of sunlight.

Trends:

1 Year Trend: ▲ 100% (2008)

3 Year Average Trend: ▼ 100% (2006-2008)

Whistler's Sustainability Objectives:

Hours BC Air Quality Index is Less than Good

Year	Hours BC Air Quality Index is Less than Good	% of total
2006	165	1.6%
2007	24	0.24%

■ Number of hours the AQI for Whistler falls less than good
■ Proportion of monitored hours with an AQI at least that good

Source: BC 406/104

the NATURAL STEP

Whistler's Lessons Learned

- 10 Make it relevant and genuinely engage the community
- 9 Share and borrow, don't reinvent
- 8 Build on your foundations
- 7 Set targets and measure progress
- 6 Be a leader and develop champions

© 2008 The Natural Step

the NATURAL STEP Whistler's Lessons Learned

- 5 Demonstrate the integration with the economic sector
- 4 Invite the critics
- 3 Balance planning and actions
 - 2 Take risks and learn
 - 1 Communication versus information


© 2008 The Natural Step

the NATURAL STEP Thank You

The Natural Step Canada
<http://www.naturalstep.org/en/canada>
 kbaxter@naturalstep.ca

© 2008 The Natural Step

Next session



November 18, 2008, 11:30 - 12:30 P.M., C.T.
Energy Efficiency

Presenters: Ingrid Kelley; Project Manager, Energy Center of Wisconsin, Focus on Energy Renewables Program, author: Energy in America: A Tour of Our Fossil Fuel Culture and Beyond, University of Vermont Press, 2008

In this time of record-high energy prices and recognition of the ties between national security and energy independence and between utility system reliability and global climate change concerns, energy efficiency is a key approach among the remedies. But how does a local government or business act strategically to make the most of every Btu? This session will describe how to measure current energy use and to create an energy plan with the technologies, practices, programs and policies that maximize energy efficiency and cost savings.

45

Cooperative Extension Center for Community & Economic Development Extension


Archive Access



To access an archived version of today's program, go to:
<https://www.livemeeting.com/cc/wislineweb/view>

- Enter Name
- Recording ID: **081021**
- Recording Key: (Leave Blank)
- Click View Recording
- Click the ICON for either Microsoft Office Live Meeting High Fidelity Presentation OR Microsoft Office Live Meeting Replay
- This archive will remain for two weeks on the web

Cooperative Extension Center for Community & Economic Development Extension



Please don't forget

- Close out of browser
- Disconnect phone call

Thank You!

Cooperative Extension Center for Community & Economic Development Extension