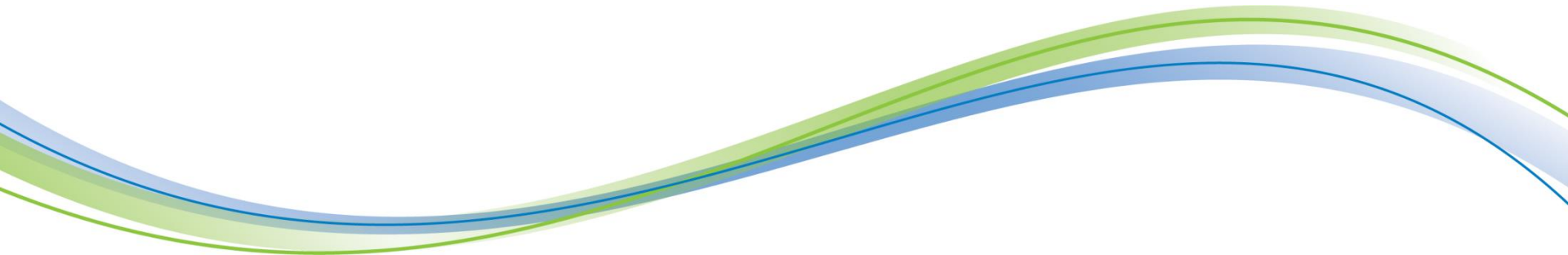




**Audubon
International**

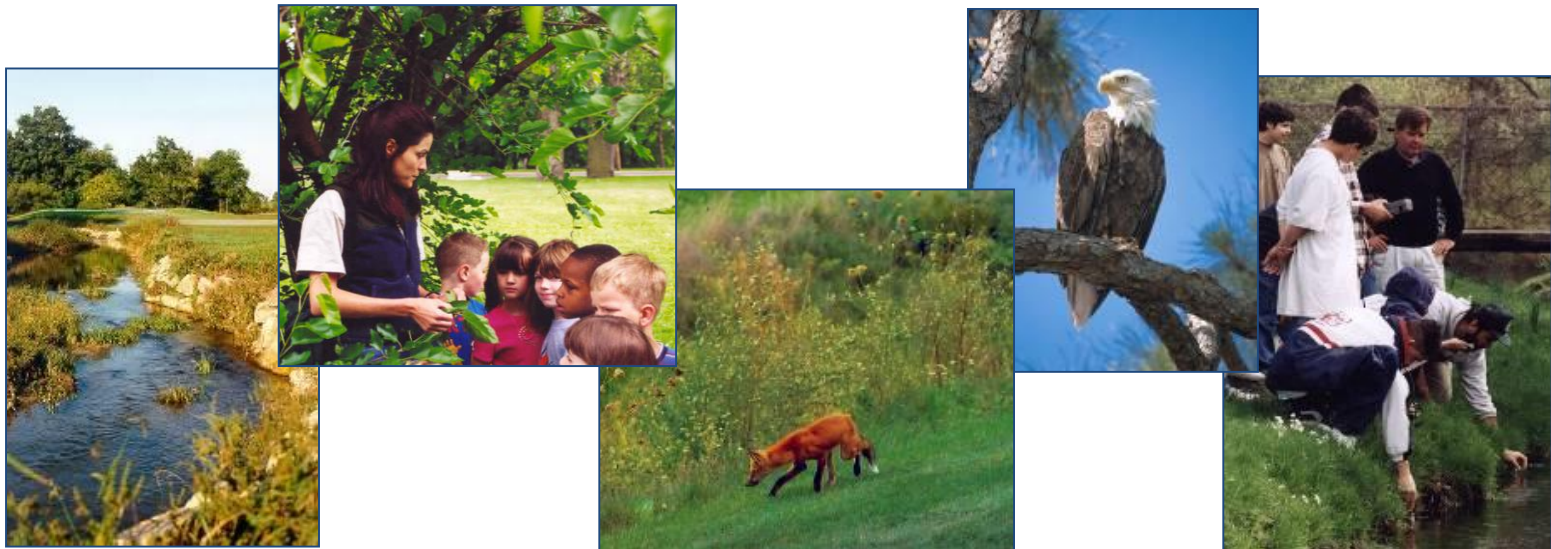
**Sustainable Communities
Program**





Who is Audubon International?

our mission: To deliver high-quality environmental education and to facilitate the sustainable management of land, water, wildlife, and other natural resources in all places people live, work, and play.





The Challenges

- Urban growth
- Environmental protection
- Resource management
- Social and economic development
- Limited technical staff
- Top-down isn't sustainable
- Complex problems with many possible solutions
- Avoid perception of "greenwashing"





Options for Conservation:

- Regulatory, “command-and-control” approaches
 - Federal, state and local laws and regulations
 - Government regulatory and land-management agencies
 - Public land acquisition
 - Public funding for conservation (i.e., grants)
- Voluntary, “incentive-based” approaches
 - Financial/tax incentives
 - Non-profit and private organizations
 - Education
 - Voluntary industry standards
 - Environmental certification



Our Environmental Certification Programs

- Audubon Cooperative Sanctuary Program
 - **Existing** property-scale facilities
- Audubon Signature & Classic Program
 - **Planned** property-scale facilities and developments
 - **Redesigned** facilities and developments
- Audubon Green Lodging Program
 - **Existing** hotels, resorts and other lodging facilities
- Audubon Sustainable Communities Program
 - **Existing** Municipalities, private communities, lake associations, etc.



What exactly is “Sustainability?”

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

-1987 Brantland Commission Report

“Improving quality of life within the limits of nature.”

-Mathis Wackernagel, Ecological Footprint





What is a “Sustainable Community?”

- Low-impact, low maintenance, low resource-use
- Planning and development tailored to fit a particular ecological site or climate
- A management approach that seeks to enhance and preserve natural and cultural resources
- Emphasis on citizen engagement and developing a shared vision



A Sustainable Community:

- Conserves water and promotes water quality
- Promotes good air quality and is not a source of air pollution
- Employs renewable forms of energy
- Maximizes recycling and reuse of solid waste, and minimizes solid waste generation
- Promotes compact forms of development
- Maximizes the amount of open space and wildlife habitat conserved/protected



A Sustainable Community:

- Bolsters local ecotourism through a strong “sense of place”
- Educates its residents about environmental issues and the impacts of various behaviors
- Promotes “walkable” neighborhoods and uses alternative modes of transportation to reduce energy use and encourage healthy, active lifestyles
- Offers a variety of outdoor recreational opportunities



At the Heart: *Focal Areas*

1. Agriculture
2. Economic Development/Tourism
3. Education
4. Environment
5. Governance
6. Public Health
7. Housing
8. Open Space and Land Use
9. Planning, Zoning, Building and Development
10. Population
11. Public Safety and Emergency Management
12. Recreation
13. Resource Use (water, energy, waste)
14. Volunteerism and Civic Engagement
15. Transportation

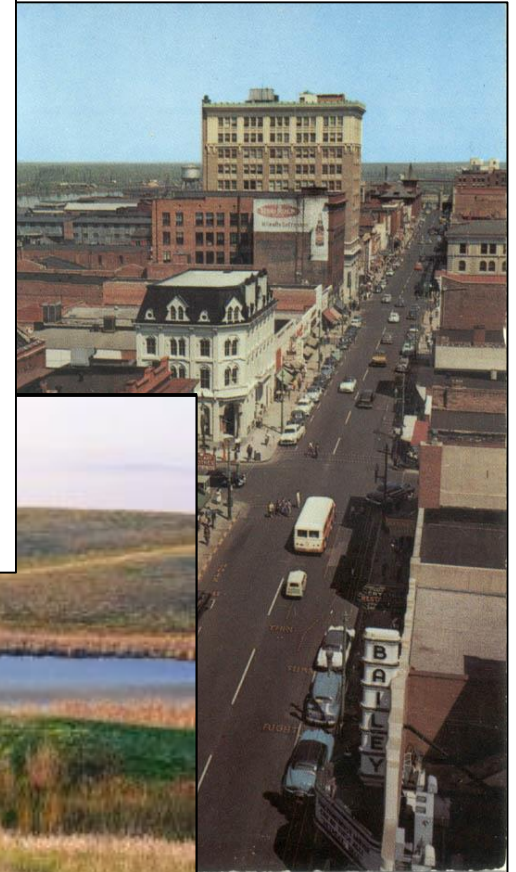




Community Programs

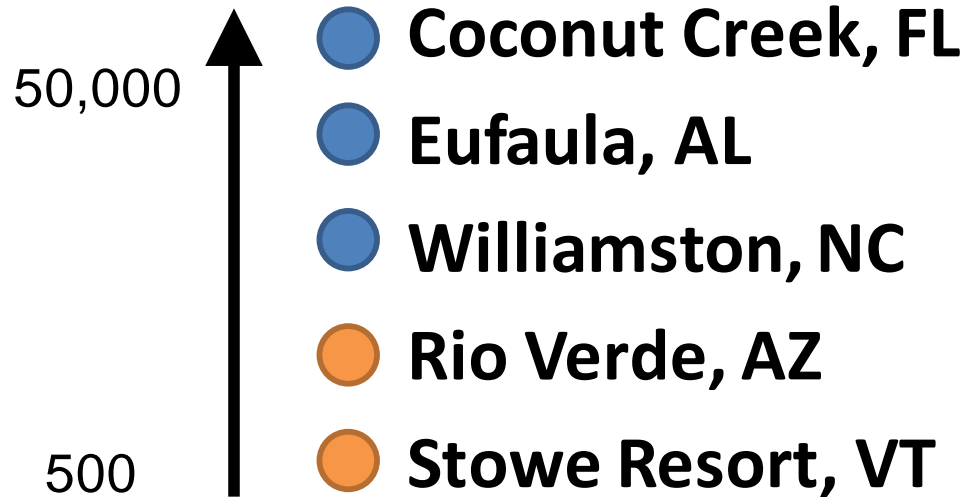
place-based partnerships

- Environmental education
- Planning
- Technical Assistance
- Measuring Results
- Verification & Certification

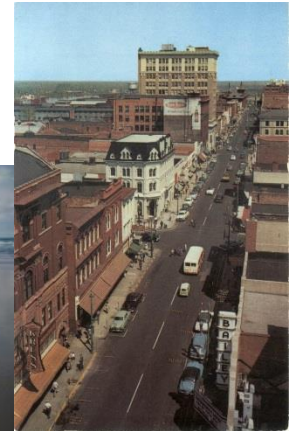




Certified Sustainable Communities

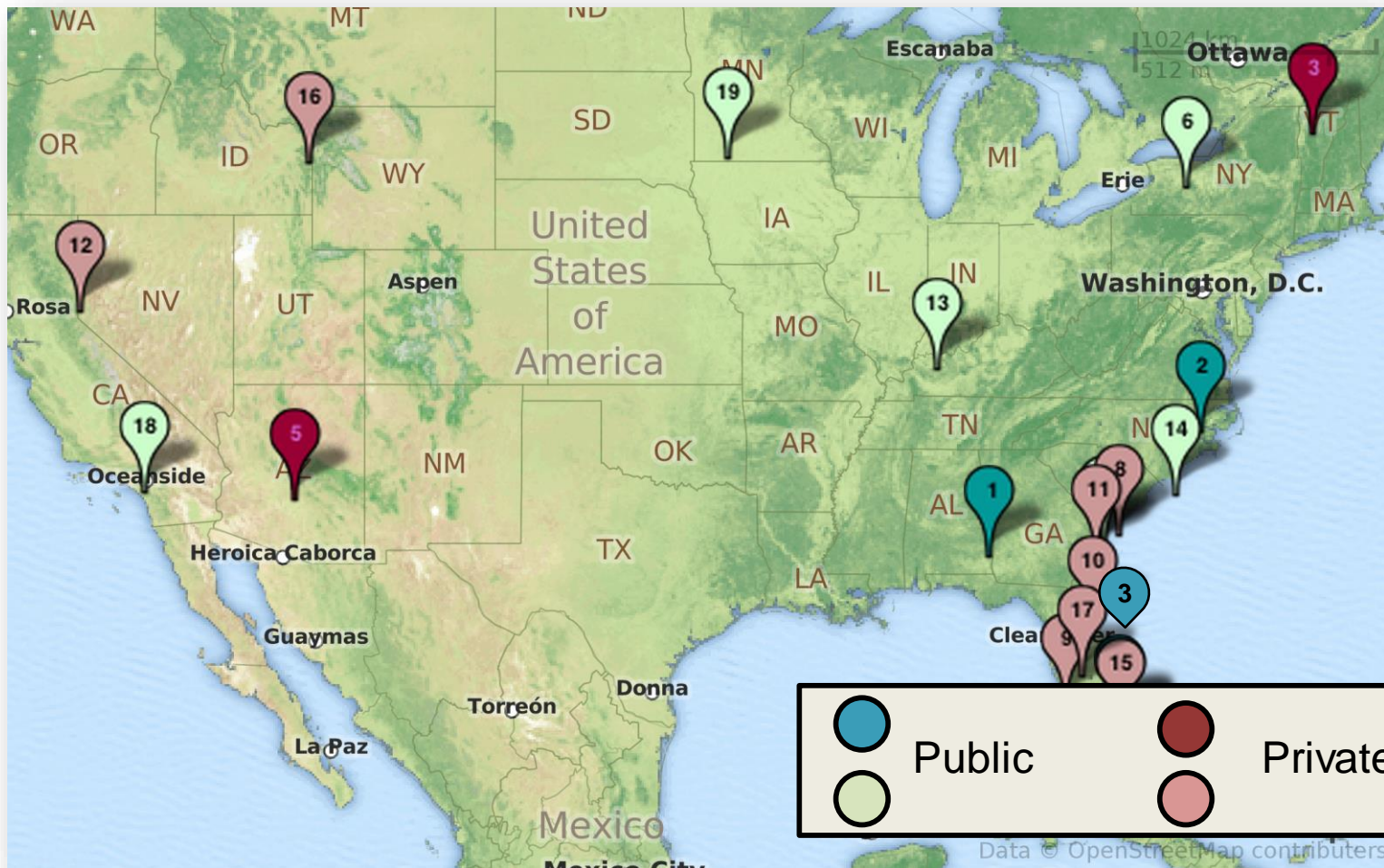


● Public ● Private





SCP Members





Stages of Planning

STAGE ONE:

Community Outreach, Education, and Assessment



STAGE TWO:

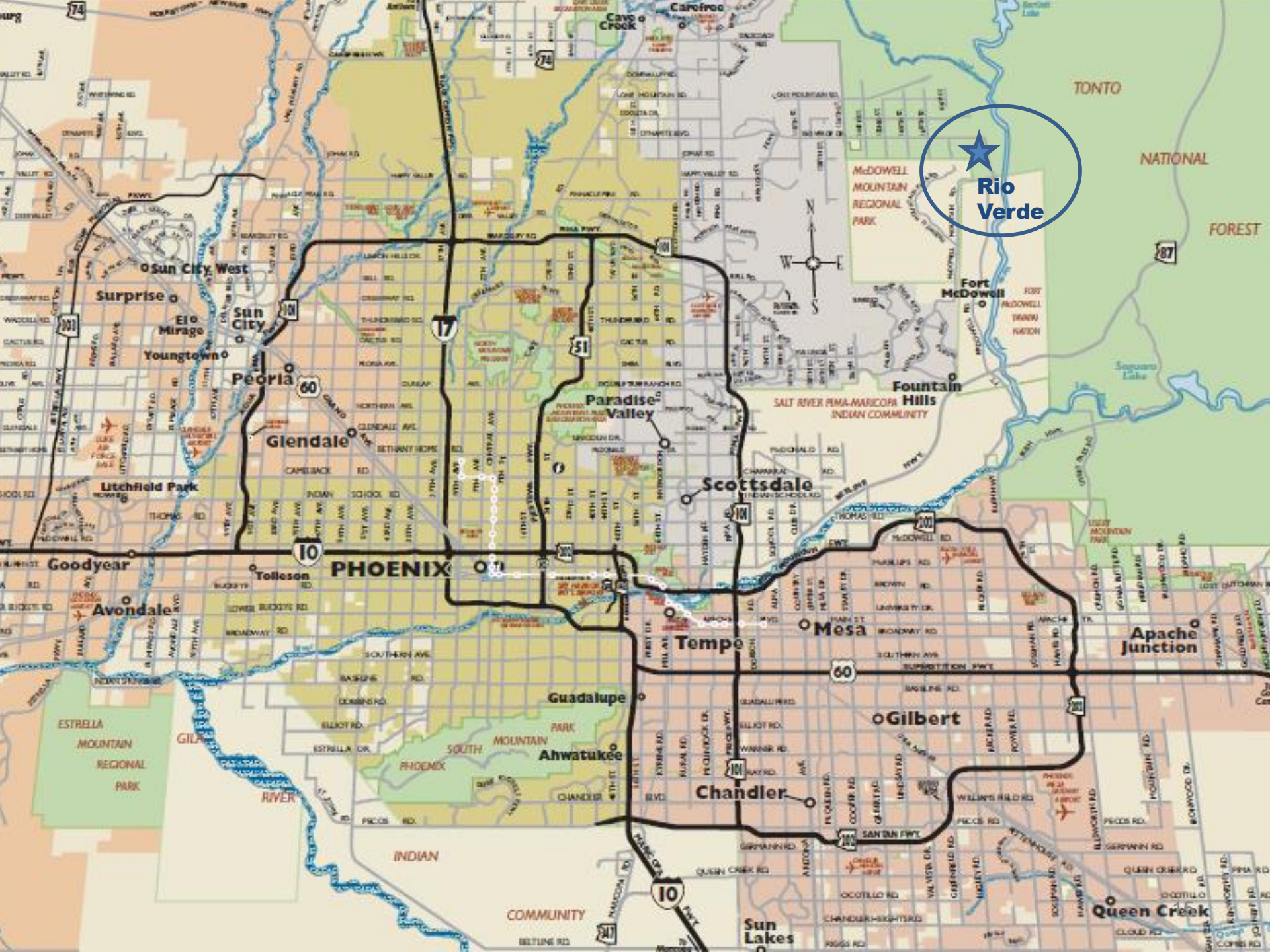
Comprehensive *Sustainability* Planning



STAGE THREE:

Implementing the Plan





Rio Verde



Demographics:

- 1,400 residents
- 980 homes
- 67% seasonal; 33% residents
- Age-restricted adult community (55+)



Rio Verde Governance

Rio Verde Community Association
(RVCA) Organization

Rio Verde Country Club

Rio Verde Residents

RVCA Board of Directors

RVCA Committees

Administration

2010 - Five-Year strategic plan completed

- Community Culture, Infrastructure/Facilities, Marketing, Quality of Life
- Formed SCP Steering Committee

Water conservation

- Reclaimed water system
- Smart irrigation controllers
- Xeriscaping at Community Center



A "Green & Growing"
Community



Rio Verde Projects

Use wastewater on golf course





Rio Verde Projects

Use wastewater on golf course





Rio Verde Projects





Stage One: Tracking Projects

RIO VERDE, ARIZONA PROGRAMS & PROJECTS MATRIX	A G R I C U L T U R E	E C O D E V & T O U R I S M	E D U C A T I O N	E N V I R O N M E N T I S S	G O V E R N A N C E	P U B L I C H E A L T H	H O U S I N G	O P E N S P A C E & L A N D	P L A N N I N G & Z O N I N G	P O P U L A T I O N	P U B L I C S A F E T Y	R E C R E A T I O N	R E S O U R C E U S E	V O L U N T E E R I S M	T R A N S P O R T A T I O N
Ongoing (OG) Periodic (P)															
<i>* programs and projects in blue have been completed as project reports</i>															
<i>Blood Drive (OG)</i>						X									X
<i>Electric vs. propane heating of pool (OG)</i>				X		X			X				X		
<i>Installation of solar panels at Community Center for 25% of daily electrical requirements (OG)</i>				X					X				X		
<i>Reduction or elimination of salinity to waste water stream used for golf course irrigation (OG)</i>	X			X		X						X	X		



Community Engagement

- Formed Steering Committee
 - Residents & Staff
- Resident surveys
 - General (2013)
 - Tailored questions (2014)
- Demonstration project(s)
- Community education event with breakout sessions (2014)

LIVING GREEN IN THE VERDES *"The Sustainable Way"*



*Saturday, February 1, 2014
9:00 am - Noon*

*Rio Verde Community Center
Learn about "Our water - a scarce
resource and how we can manage it,"
"More efficient and effective outdoor
water use," and "Exploring Solar
Energy Solutions for your home."
Breakout sessions and
Vendor Trade Show
Raffle drawing*

sponsored by the
The Sustainable
community alliance
RIO VERDE
COMMUNITY ASSOCIATION

Working Toward
Certification
Audubon
International



Rio Verde: Stage One

Demonstration Site: *Pollinator garden*

- Support conservation by using native plants
- Educate the public
- High visibility area
- Community Assoc. & Country Club volunteers/staff





Vision for Sustainability

“Rio Verde must be a responsible steward of the environment. As such, we will seek to;

- Reduce the rate at which it contributes to the depletion and degradation of natural resources.
- Increase the use of renewable resources
- Consider sustainability through social, environmental, and economic actions utilized in the decision making process and
- Consider other materials, methods and programs that can enhance the physical environment in which we live.”



Rio Verde: Stage Two

Priority Areas

- Education
- Environment
- Public Health
- Public Safety
- Resource Use
- Volunteerism
- Transportation



Develop a community-wide Long Term Sustainability Plan





Rio Verde: Stage Two

Community meetings in
February 2014

- Drafted goals and project ideas in focus groups
- Distributed and collected survey responses

Adopted long term sustainability
plan in November 2014



Received Sustainability Planning Award in Feb. 2015



Rio Verde: Stage Two

- 15 acres turf restored to desert landscape at RVCC



Buckskin Drive Before



Buckskin Drive After

Plan & Indicators

FOCUS AREA	PRIORITY	GOALS & OBJECTIVES	POLICIES, PRACTICES OR STRATEGIES	TIMELINES	RESPONSE/ INDICATORS
Population	Secondary				
		<p>G1. Attract and retain new members to our community</p> <p>G2. Make certain that all residents feel represented in governance, social and health related matters</p>	P2. Develop a formal residential "Opinions, Comments and Complaints" system monitored by RVCA	Within the next 5 years	<p>I1. Total resident population</p> <p>I1. Percentage of residents that are part-time or seasonal</p> <p>I2. Public satisfaction with services offered</p>
Public Health and Safety	Primary				
<p>Healthcare</p> <p>Verde Cares</p> <p>"Firewise" Organization</p> <p>Fire/EMS response force</p>		<p>G1. Foster a safe and healthy community with a high quality of life</p> <p>O1a. Encourage physical well-being of residents</p> <p>O1b. Reduce disaster risk for homes and residents</p>	<p>P1a. Promote wellness programs</p> <p>P1a. A monthly or bi-monthly health services program which can provide screenings on various health related issues</p> <p>P1a. Provide support groups for loss of spouse, alzheimer's, meals-on-wheels, etc.</p> <p>P1b. "Firewise" formed to protect our community from possible wildfires</p> <p>P1b. Form Security committee and neighborhood watch group</p> <p>P1b. Provide emergency response service</p>	<p>Current/on-going</p> <p>2014-5</p> <p>On-going</p> <p>On-going</p> <p>On-going</p>	<p>I1a. % of population with access to regular fitness classes and state of the art fitness center and pool</p> <p>I1a # of blood drive events, flu shots, and blood pressure checks</p> <p>I1b. Firewise Community Designation</p> <p>I1b. Emergency services response time in minutes</p>



Indicators



Goal "1":

- Engage private contractors who employ environmentally sound materials and methods in their business approach and practices

Objective "1A":

- Update native plant list and palette distributed to residents, employees/contractors

Indicator "1Ai":

- Total acres managed with native plants

Management Practices:

- Provide training and literature for employees and create employee awareness on environmental and sustainability issues





Agriculture

Goals:

- Support local farmers and community generated agriculture
- Utilize local citrus production, collection and distribution more effectively

Indicators:

- # of customers of local produce from Moore Gardens
- Tons of citrus collected from community trees

Results:

- 3-4 tons of citrus distributed annually to "Extended Hands" food bank
- 194 (20%) residents participating in Moore Gardens produce pickup





Goal:

- Reduce overall energy use in residential & community facilities

Indicators:

- *Short Term*
 - # of residents with solar panels
 - # residents with w/solar hot water heaters
- *Long Term* – % household energy provided by home solar power

Results:

- 20 residents have solar panels or hot water heaters



Recreation:

- *Short Term* - Miles of recreational paths constructed and/or maintained
- *Long Term* - (**Public Health**) Obesity rates

Transportation:

- *Short Term* - # of alternative transportation incentives and rate of ride-share use
- *Long Term* - Vehicle Miles Traveled per capita



Certification: Implementation

GOALS & OBJECTIVES	POLICIES, PRACTICES OR STRATEGIES	UPDATED TIMELINES	RESPONSE/ INDICATORS*	2015 RESULTS
<p>G1. Support local farmers and community generated agriculture</p> <p>G2. Reduce "carbon foot-print" by using local produce whenever possible</p> <p>G3. Educate community on value of using local produce (<250mi.)</p> <p>G4. Utilize local citrus production, collection and distribution more effectively</p> <p>O4. Increase number and varieties of produce available</p>	<p>P1. Create food co-op with local farmers' markets</p> <p>P2. Manage purchase of food from local sources</p> <p>P4. Encourage the operation and expansion of existing fresh produce garden</p> <p>P4. Continue collection and distribution to charitable organizations of excess citrus production</p>	<p>By 2018 - increase to 50%</p>	<p>I1. # of food co-ops with local farmers' markets</p> <p>I2. # of residents reached with educational materials</p> <p>I4. # of customers of local produce from Moore Gardens by e-mailing listing; 20% of our residents participating</p> <p>I4. Tons of citrus distributed annually to "Extended Hands" food bank</p>	<p>I1. One market: Fountain Hills, craft/art/produce</p> <p>I2. 400-500 on e-mail list, 600 copies of Road Runner newsletter receiving notices about Moore's Garden (50% residents)</p> <p>I4. 194 customers of Moore Gardens</p> <p>I4. 3-4 tons</p>



At the Heart: *Focal Areas*

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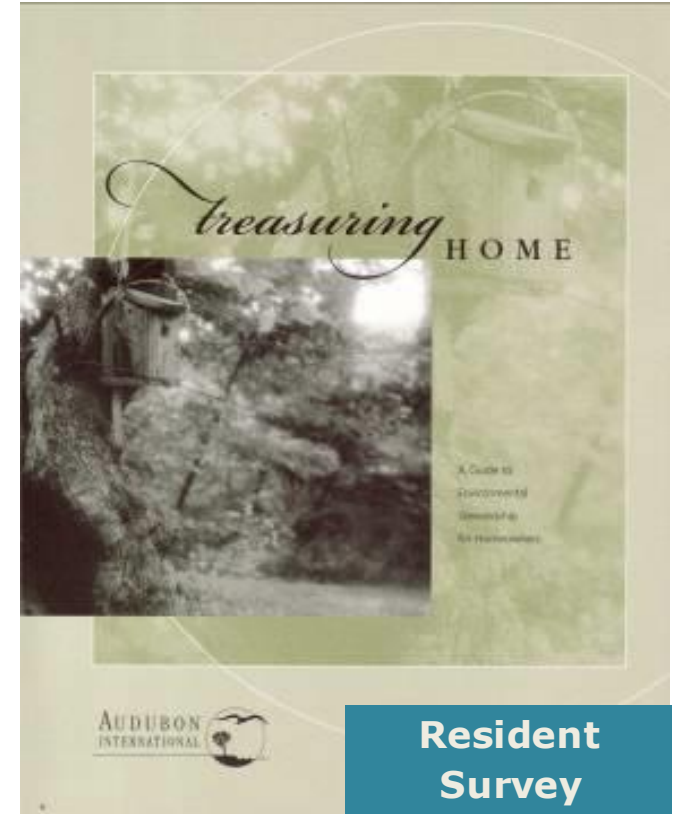


Stage 1: Greening Your Community



Focus Area: Economic Development & Tourism	YES	NO	NOT APPLICABLE
Walking the Walk			
• Establish a green job training partnership			
• Track green jobs and assess workforce capacity			
• Encourage the expansion of existing economic assets using existing infrastructure through incentive-based policy tools (i.e., business loan programs, streamlined permitting, maintained pavements, etc.)			
• Identify or create distinct neighborhoods with unique appeal			
• Identify or create special districts for a diverse set of focused investment (i.e., arts district, waterfront district, etc.)			
• Inventory local natural assets/amenities through work with local tourism departments, businesses, non-profits, and civic organizations			
• Highlight local and regional cultural assets through community sponsored public art and events			
• Operate historic and cultural preservation departments, or support local organizations			
• Fund or contribute to regional and local historic and cultural preservation efforts			
• Preserve scenic vistas through siting (i.e., buildings, communication towers, signs, etc.)			
• Stimulate local and regional economy by offering regular programming on public lands (i.e., nature walks, artist retreats, ski or golf tournaments)			
• Purchase municipal operating goods from local sources (i.e., paper products, signage, furniture, etc.)			
• Prioritize the maintenance of historic structures			
• Track amount of green buildings, like			
• Synchronize development			

Baseline Assessment



=

Audubon International Green Community Award



- Adopt sustainability resolution/policy
- Assemble portfolio of existing projects/partners
- Engage community in defining vision
- Develop comprehensive plan (or add onto existing plan)





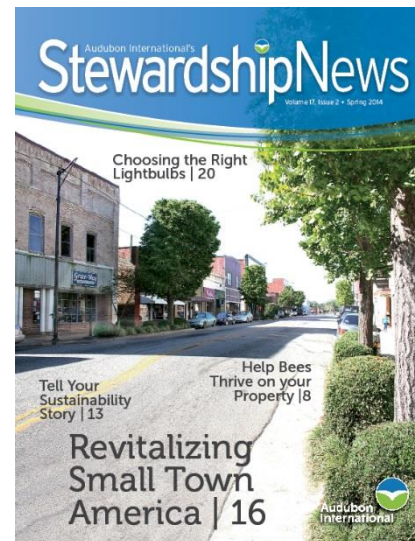
- Develop comprehensive plan *or* revise existing comprehensive plan
 - Community wide vision and goals
 - Set specific, time-bound objectives & deadlines
 - Select sustainability “indicators” tied to each of 15 pre-defined focal areas
- AI staff thoroughly review proposed plan



Audubon International Planning Award



- Implementation – strategies, policies, practices
- Measuring indicators and progress toward targets
- Designation as a ***Audubon International Certified Sustainable Community***





Community Benefits

“Many people now seek out homes and communities that are more **resource efficient and sensitive to the environment**,”
-Gary Thomas, National Association of Realtors



“Regions with **amenities** attract and retain **more talent**, which is necessary to compete effectively in a national and world marketplace.”
-Richard Florida, *The Rise of the Creative Class*

Community Benefits

- Targeted education and engagement tools
- Planning framework
- Improve efficiency
- Sense of place
- Inspired community
- Economic development
- Distinguish town as leader

Annual \$500 membership
Stage 2 (one-time): \$2,500-5,000
+ Travel expenses for site visit





Goals for Your Community

- Recognize reliance on natural & cultural resources
- Coordinate and expand environmental efforts
- Plan for the future based on local values and sense of place
- Communicate about your leadership in sustainability





Reflections from *Sal Celona, Resident/Chair of Living Green Committee*



THANK YOU!

Questions?





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