

Developing a Sustainable Community

TML 2011 Elected Officials' Conference

City of Plano, Texas

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Internal Organizational Structure



Office of Sustainability

Environmental Services

**Compost Operations
& Marketing**

**Environmental Education
& Community Outreach**

Internal Organizational Structure

Sustainability Director

**Sustainability Leadership
Team**

Committees

- Education & Community Outreach
- Financing & Capital Appropriations
- Green Builder
- Resource Conservation



Green Builder Committee

GOAL: To create a culture within our organization that advances sustainable building practices into city, commercial and residential development, as well as future remodel and re-development projects.



OBJECTIVES:

- Increase the number of LEED Accredited Professionals.
- Advance the general acceptance towards sustainable building practices in the development community.
- Develop and implement Plano's Green Builder Program.

LEED Certification Policy

- **Use of passive solar energy**
- **Natural lighting (day lighting) and adjustable lighting systems**
- **Highly reflective roof and building exterior**
- **Indoor Air Quality**
- **HVAC energy performance and efficiency**
- **Use of on-site renewable energy**
- **Waste minimization**
- **Water reclamation and conservation**



Resource Conservation Committee



GOAL: To create a culture within our organization that values resource conservation and incorporates sustainable practices into all city operations and programs.

OBJECTIVES:

Reduce energy consumption in city buildings

Reduce waste

Reduce fuel consumption and air emissions

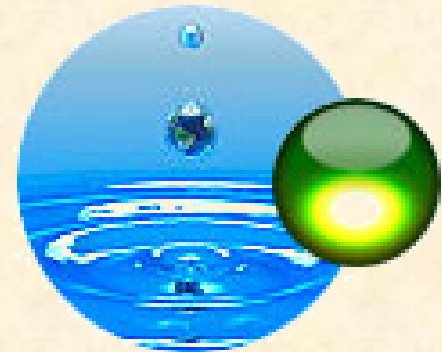
Conserve water and improve stormwater quality

Resource Conservation Efforts

Energy



Water Conservation



Fuel Consumption



Waste Reduction



Green Team Advisory Committee



GOAL:. To manage an educational program for employees resulting in positive behavioral changes which support City of Plano sustainability efforts.

OBJECTIVES:

Educate employees

Support education needs of other Sustainability committees

Marketing

**Hired
Public
Relations
Firm**

**Survey
and
Focus
Groups**

Branding



- **Problem with the word “sustainability”**
- **Beyond recycling, difficulty defining sustainable practices**

Environmental Education & Community Outreach Division

Recycling

Water Conservation/Water Quality

Energy Efficiency

Composting

Air Quality

Litter Prevention



Live Green Expo



Expo Themes for Exhibitors & Presentations

- Energy
- Food & Agriculture
- Green Building & Remodeling
- Household Products
- Lifestyle & Recreation
- Transportation
- Waste Reduction
- Water
- Yard & Garden



Other Expo Activities

- ✓ **Keynote Speakers**
- ✓ **Native Plant & Compost Sale**
- ✓ **Children's Activities**
- ✓ **Eco-Fashion Show**
- ✓ **Rain Barrel Workshop**
- ✓ **Compost Fair and Workshops**
- ✓ **Wind Turbine & Solar Panel Demonstration**
- ✓ **Green Living Products for Sale**
- ✓ **Recycling Truck Experience**
- ✓ **Fair Trade Market**
- ✓ **Entertainment**
- ✓ **DIY Demonstrations**



Funding Expo

- **Partnerships**
- **Media Sponsors**
- **Grant**
- **Exhibitors**
- **City Budget**



Live Green in Plano Volunteer Program

Purpose

Coordinator

Training Program

Expo Support

675 Volunteers

3036 Hours

Other Programming



Residential Incentives

Energy Efficiency

- Audit & Weatherization Grants
- Revolving Energy Loan Program

Water Conservation

- Utility Bill Credits
- Automated Meter Reading

Recycling

- PAYT System
- C&D Deposit & Rebate Program

Environmental Education Center



Funding

- **1st year funding – \$240,855**
- **2nd year increased funding - \$200,366**
 - **Live Green in Plano Calendar**
 - **Do It Yourself Home Energy Kit**
 - **Public Recycling Containers**
 - **Employee Training & Communication**
 - **Sustainability Volunteer Coordinator**
- **Current Budget - \$361,335**
- **Grants - \$481,490**



Measuring Success

- **Performance Measures**
- **Activity Measures**
- **Employee Survey Results**
- **Community Feedback**
- **Departmental Initiatives**



Challenges and Barriers



- Changing Culture

- Building Support & Collaboration

- Communication

- Funding

For More Information ...

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