



Sustainable = Green

- Sustainability is the concept of meeting the needs of the present without compromising the ability of future generations to meet their needs
- Being “green” refers to sustainable living; taking leadership to reduce environmental impact.

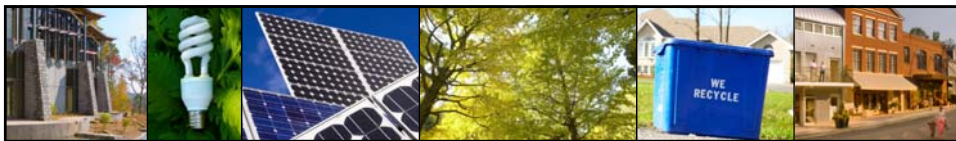


Vision & Goals

The ARC Green Communities Program is designed to encourage local governments to take environmental leadership.

The goals of the program are:

- Promote measures that encourage local governments to work towards reducing the environmental impact of the government through its buildings, fleets and practices
- Promote measures that assist local governments in encouraging their community to reduce its environmental impact
- Provide assistance in public education and outreach on sustainability



Green Communities are Leaders for the Next Generation

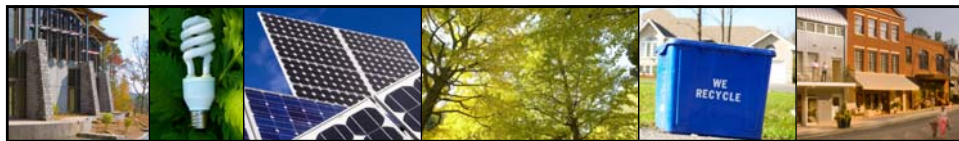
Green Community certification:

- Fosters civic pride
- Creates a positive image of a place to live or conduct business
- Sets an example for businesses and organizations seeking to reduce their environmental impact.
- Leads to greater quality of life



National & International Research

- US Mayors Climate Protection Agreement
- ICLEI Local Governments for Sustainability
- Kyoto Protocol
- Rocky Mountain Institute
- American Planning Association
- Florida's Green Local Government Standard
- Go Green Virginia
- City of Santa Monica Sustainable City Progress Report
- San Francisco Bay Area Green Business Program
- Audubon International Principles for Sustainable Resource Management
- SustainLane US Greenest Cities Rankings
- Nat'l Geographic Green Guide
- Cool Mayors for Climate Protection
- Green Communities Canada
- World Resources Institute
- Go Green Initiative



Stakeholder Involvement

Two main committees:

- Green Communities Stakeholder Committee
 - local governments, state agencies, related industry & environmental reps
- ELUC – Environmental Land Use Committee

Assisted in the program development through:

- Developing program vision and goals
- Focusing on the best practices for the Atlanta region
- Providing information on programs to build on
- Developing & refining certification and point system
- Providing key education messages
- Providing input & examples for the certification manual



Local Research

- Contacted county managers, city managers, planning directors, and other local staff in the Atlanta region
- Discussed their efforts towards sustainability
- There are many activities underway in the Atlanta region
- Will highlight in the future as part of the ARC Green Communities Work Program



Certification Categories

- Green Build
- Energy Efficiency
- Green Power
- Water Efficiency
- Tree Planting & Greenspace
- Transportation & Air Quality
- Recycling & Waste Reduction
- Land Use
- Education & Outreach
- Innovation



Point System

- Measures are worth **5** or **10** points, depending on their difficulty and overall impact.
- Total of **61** measures

Three levels of certification are awarded:

- Level 1: **175 - 224**
- Level 2 : **225 - 274**
- Level 3 : **275 - 375**



Certification Works for Small and Large Governments

- Not out of reach of smaller but not too easy for larger governments
- Certification provides options without being too complex
- Certification levels to create opportunity and competition
- More points to key measures



Becoming a Certified Green Community

- Visit the Atlanta Regional Commission at www.atlantaregional.com/greencommunities.
- Download the application, checklist and manual.
- Submit completed Green Communities Checklist with supporting documentation.
- This year's application deadlines are March 12 & July 9, 2009.



ARC Program Support

- ARC will provide training opportunities for local governments.
- ARC will provide assistance and technical support throughout the certification process.

Once a community is certified, ARC will:

- Present the Green Communities certification plaque at an Atlanta Regional Commission meeting and an event of the jurisdiction's choice
- Recognize the community on the program Web site, at promotional events and through other ARC outreach
- Prepare and distribute press releases about the certification
- Provide the Green Communities logo for advertising and marketing, along with educational material



Suggested Steps for Getting Started

- Establish a Green Team
- Identify measure local government is already doing
- Identify measure local government is interested in pursuing
- Develop implementation schedule
- MEASURE, MEASURE, MEASURE!!!
- EDUCATE, EDUCATE, EDUCATE!!!!



ARC Internal Sustainability Committee

Working towards greening our practices and work environment

Areas of focus:

- Education and Communication
- Energy and Water
- Meetings and Special Events
- Purchasing
- Recycling and Waste Reduction
- Transportation and Air Quality

Here is a bright idea.....



...become a Green Community!!