City of Goleta
STAR Certification
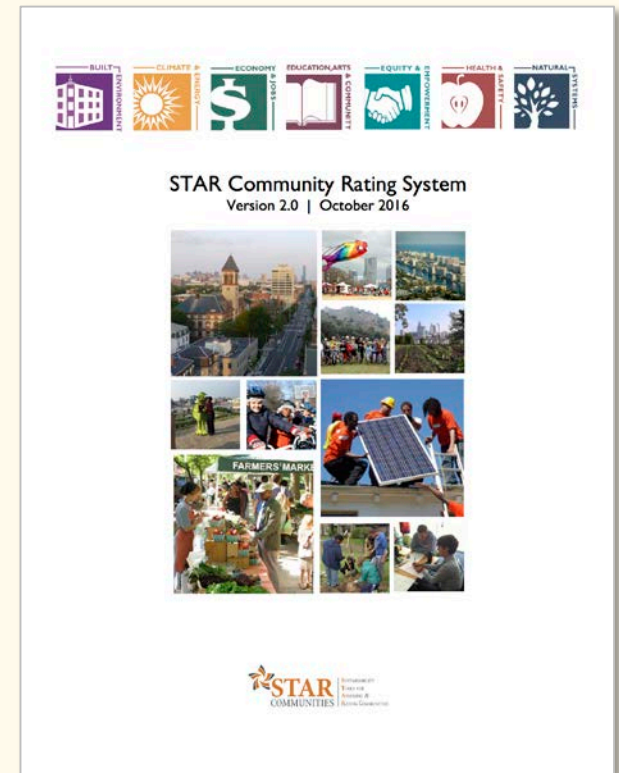# Results, Workshop & Next Steps

Goleta City Hall

STAR Communities is a 501c3 nonprofit organization that works to evaluate, improve, and certify sustainable communities in the U.S.

We administer the STAR Community Rating System™, the nation's leading framework and certification program for measuring local sustainability.
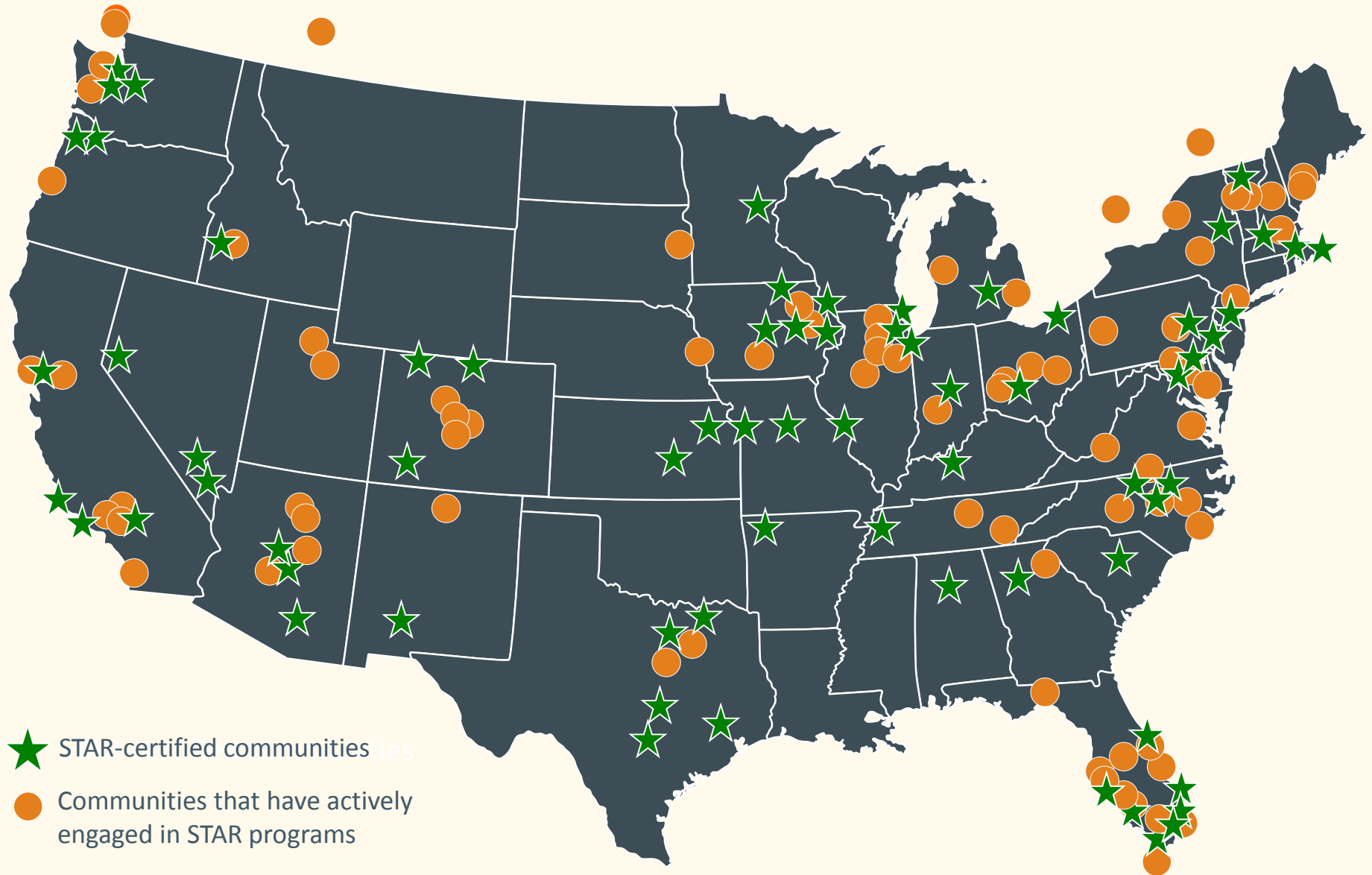
We help cities and counties achieve a healthy environment, a strong economy, and well being for their residents.

STAR Community Rating System
Version 2.0 | October 2016

WHY STAR?

- Out-of-the-box solution with nationally vetted metrics and best practices

- Certification provides an independent, third party verification of current sustainability conditions and identifies strengths and weaknesses

- So many important issues to focus on – education, health, economy, water and air quality – how to choose where to spend limited money and capacity?

- Brings community stakeholders together around a shared vision and common language for sustainability

- Promotes transparency, accountability, and ROI

37 STATES + DC | 4 PROVINCES | 170 COMMUNITIES

★ STAR-certified communities
● Communities that have actively engaged in STAR programs

STAR ELEMENTS

- By and for local governments

- Consensus-based approach

- Flexible tool puts power in the hands of local government

- Robust third party verification ensures credibility of data and results

- Quantitative AND qualitative indicators

- Awards overall measurable progress and the steps taken to pursue goals

- Blend of national data sets and local data

- Breadth and depth of topics

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STAR FRAMEWORK OF GOALS & OBJECTIVES

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts, & Community	Equity & Empowerment	Health & Safety	Natural Systems
BE-1: Ambient Noise & Light	CE-1: Climate Adaptation	EJ-1: Business Retention & Development	EAC-1: Arts & Culture	EE-1: Civic Engagement	HS-1: Active Living	NS-1: Green Infrastructure
BE-2: Community Water Systems	CE-2: Greenhouse Gas Mitigation	EJ-2: Green Market Development	EAC-2: Community Cohesion	EE-2: Civil & Human Rights	HS-2: Community Health	NS-2: Biodiversity & Invasive Species
BE-3: Compact & Complete Communities	CE-3: Greening the Energy Supply	EJ-3: Local Economy	EAC-3: Educational Opportunity & Attainment	EE-3: Environmental Justice	HS-3: Emergency Management & Response	NS-3: Natural Resource Protection
BE-4: Housing Affordability	CE-4: Energy Efficiency	EJ-4: Quality Jobs & Living Wages	EAC-4: Historic Preservation	EE-4: Equitable Services & Access	HS-4: Food Access & Nutrition	NS-4: Outdoor Air Quality
BE-5: Infill & Redevelopment	CE-5: Water Efficiency	EJ-5: Targeted Industry Development	EAC-5: Social & Cultural Diversity	EE-5: Human Services	HS-5: Health Systems	NS-5: Water in the Environment
BE-6: Public Parkland	CE-6: Local Government GHG & Resource Footprint	EJ-6: Workforce Readiness	EAC-6: Aging in the Community	EE-6: Poverty Prevention & Alleviation	HS-6: Hazard Mitigation	NS-6: Working Lands
BE-7: Transportation Choices	CE-7: Waste Minimization				HS-7: Safe Communities	

PROGRESS IN OBJECTIVES MEASURED BY OUTCOMES & ACTIONS

GOALS

Example: Economy & Jobs

BROAD SUSTAINABILITY THEMES WITH COMMUNITY-LEVEL ASPIRATIONS

OBJECTIVES

Example: Business Retention & Development

SUBCATEGORIES THAT MOVE THE COMMUNITY TOWARD THE GOAL

OUTCOME MEASURES

Example: Outcome 1 - Demonstrate an increased number of business establishments in the jurisdiction over time
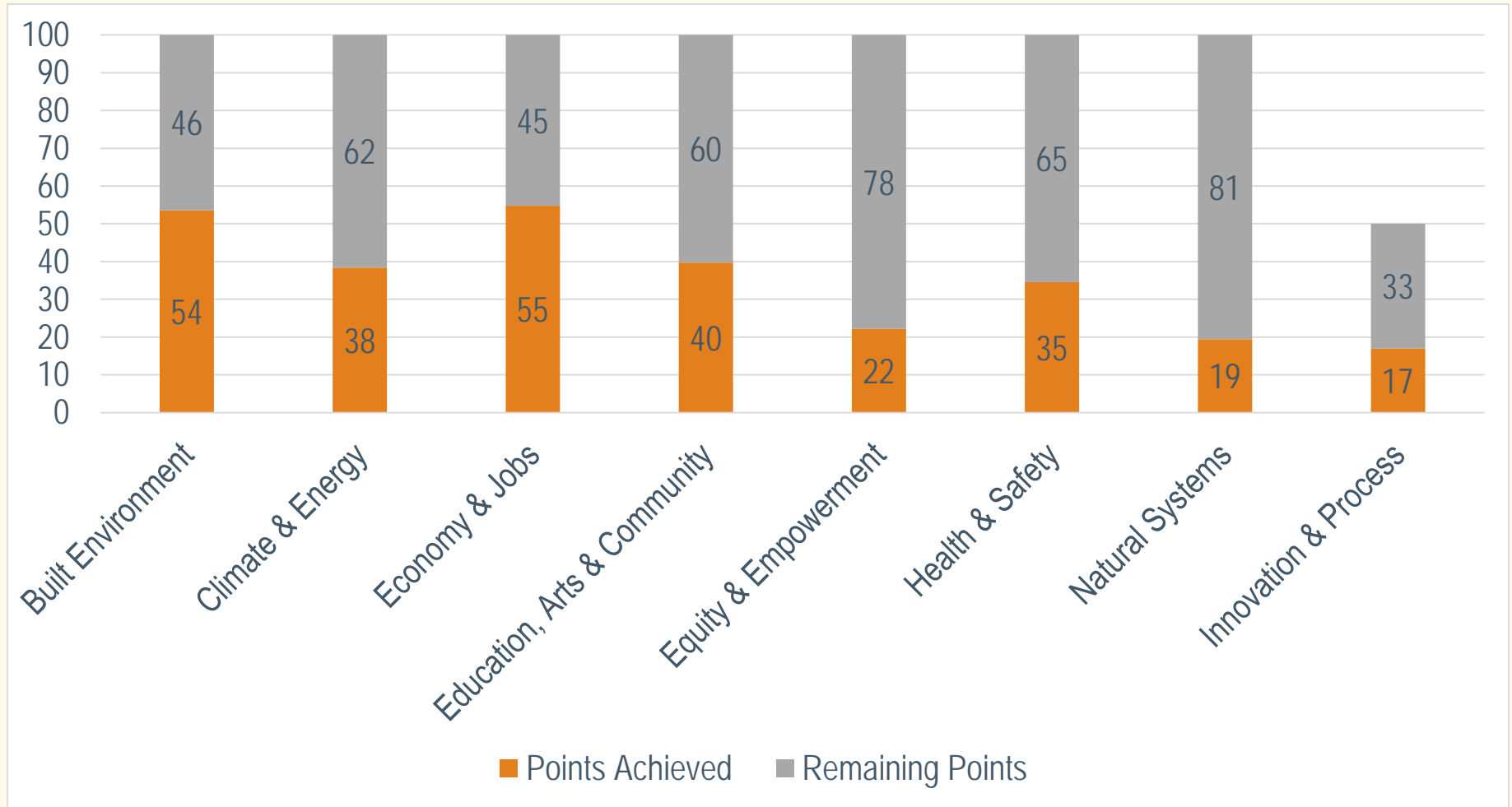
ACTION MEASURES

Example: Action 8 - Provide focused support, resources, and services to young entrepreneurial companies through business incubators

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REASONS WHY CREDIT IS NOT AWARDED

- There was insufficient data to report

- Community did not meet the STAR benchmark

- The action (partnership, program) was not being done or not complete (infrastructure)

- The metric was not relevant to community

GOLETA'S STAR RESULTS

Category	Points Achieved	Remaining Points
Built Environment	54	46
Climate & Energy	38	62
Economy & Jobs	55	45
Education, Arts & Community	40	60
Equity & Empowerment	22	78
Health & Safety	35	65
Natural Systems	19	81
Innovation & Process	17	33

■ Points Achieved ■ Remaining Points

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GOALS OF YESTERDAY'S WORKSHOP

- Develop a consensus-based list of future actions for the community;

- Support local goals, such as 100% renewable energy initiative;

- Explore gaps identified through certification;

- Provide participants with an update on the current status of sustainability in Goleta and give a national context to the City's STAR certification; and

- Understand and prioritize next steps for stakeholders.

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WORKSHOP ACTIVITIES

- **Activity #1: Aligning Goleta's priorities with a national sustainability framework**
  - Educate attendees on the STAR Community Rating System and Goleta's certification performance, provide national context for certification, get people talking

- **Activity #2: Analyzing gaps in priority sustainability areas**
  - Review gaps in the prioritized objectives and identify future potential actions for the City based on impact/effort matrix

- **Activity #3: Strategic Action Planning**
  - To determine timeframe, stakeholder roles, and process to implement Local Prioritized Actions from the previous exercise

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PRIORITY OBJECTIVES

10 Objectives were prioritized because they furthered the City of Goleta's Strategic Plan

| NS-1: Green Infrastructure |
| NS-5: Water in the Environment |
| BE-7: Transportation Choices |
| CE-2: Greenhouse Gas Mitigation |
| CE-1: Climate Adaptation |
| HS-6: Hazard Mitigation |
| CE-3: Greening the Energy Supply |
| EJ-2: Green Market Development |
| EE-1: Civic Engagement |
| EAC-2: Community Cohesion |

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HIGHEST PRIORITIZED FUTURE ACTIONS

- Analyze routes from new developments to nearby stores and services
- Adopt codes or policies that address specific climate impacts in the community
- Conduct a GHG inventory every 5 years
- Adopt a green purchasing policy for local government procurement
- Survey community on level of social capital and community cohesion
- Adopt a community wide plan that includes a comprehensive programmatic & policy approach to shift the community towards alternative fuels & renewable energy sources
- Adopt a diversity policy for local government appointments to boards
- Adopt inclusive public engagement guidelines for local government
- Develop a post-disaster plan to address long-range redevelopment issues
- Evaluate for green infrastructure potential during early site reviews
- Adopt policies that protect water quality

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NEXT STEPS

- STAR will return a final report that summarizes the workshop results

- Goleta should continue to analyze gaps in the objectives not covered in the workshop

- Develop a work plan for implementation

- Integrate outcome metrics into department tracking practices where applicable

- Identify champions for and create working groups around the specific goal areas to carry work forward

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