



# City of Goleta

## STAR Certification Results and Next Steps

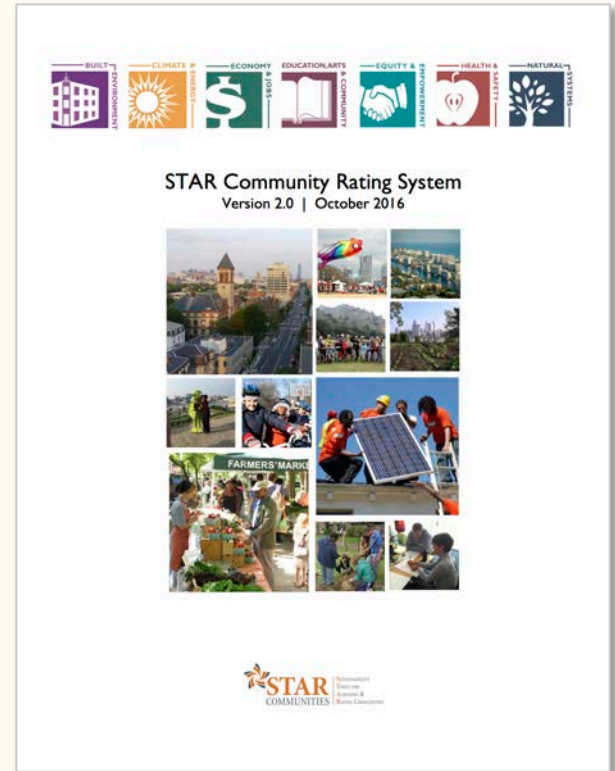
Goleta City Hall  
June 5, 2018



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.

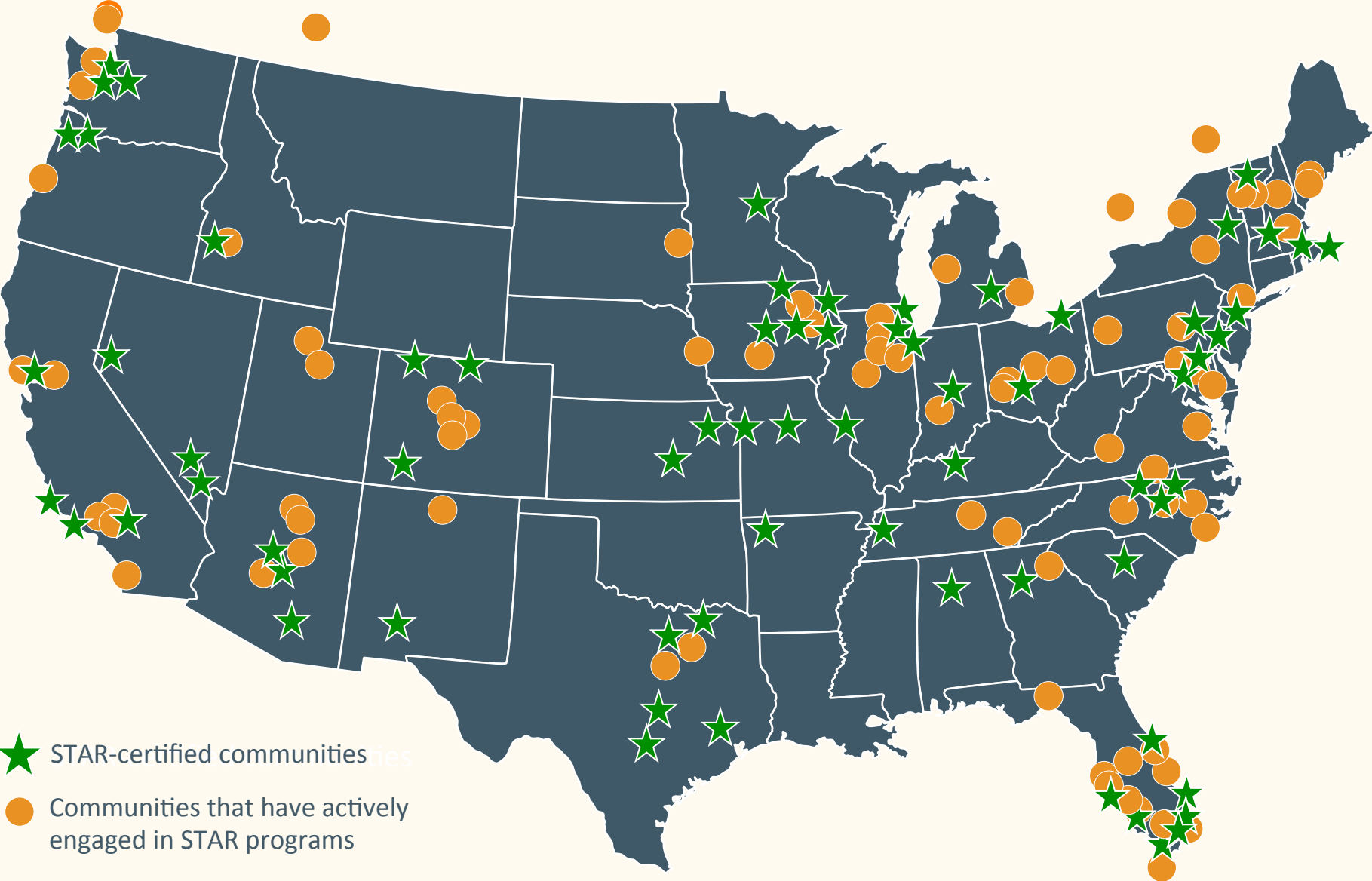
We help cities and counties achieve a healthy **environment**, a strong **economy**, and **well being** for their residents.



# 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 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

# 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

# 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

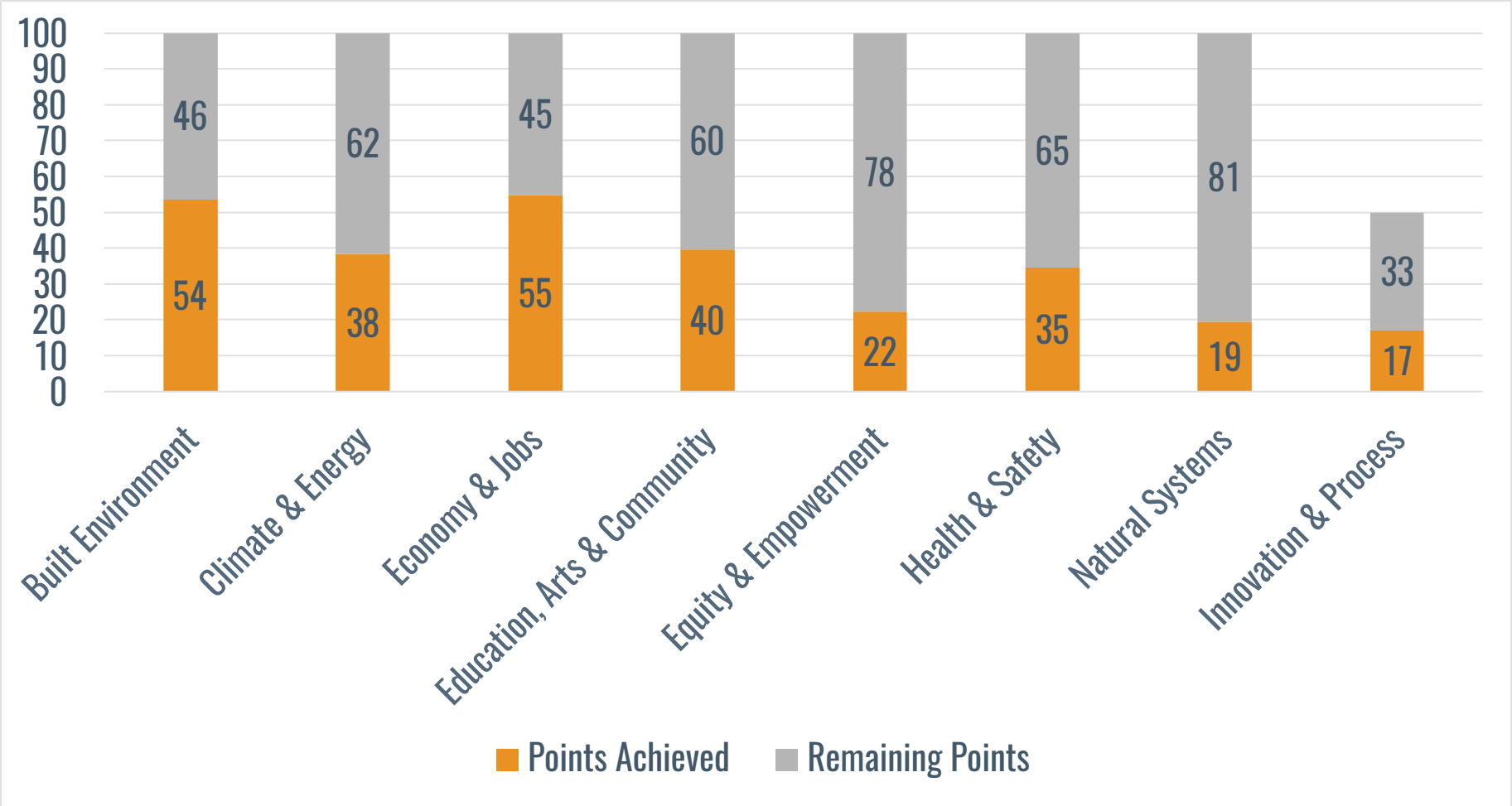


**Action Analysis for HS-2: Community Health & Health System**  
*Achieve positive health outcomes and minimize health risk factors through a high quality local health system that is accessible and responsive to community needs*

EVALUATION MEASURE	DESCRIPTION	ACTION TYPE	STAR SCORING	WEST PALM BEACH'S SUBMISSION	PARTICIPANT COMMENTS
Action 1	Conduct a comprehensive community health assessment, which includes data collection and analysis of public health conditions, trends, and problems affecting the community	Inventory, Assessment, and Survey	Approved	The Palm Beach County Health Needs Assessment, conducted in 2012, received credit for this measure.	
Action 2	Develop a community health improvement plan to strengthen the delivery of health services and improve community health	Plan Development	Approved	In 2015, the Health Department adopted the Palm Beach County Community Health Improvement Plan. The information in this plan aims to lay a solid foundation and provide direction for the community health improvement planning efforts in the community.	
Action 3	Adopt a health in all policies statement or policy commitment for local decision-making	Policy and Code Adjustment	Denied	The City submitted the Comp Plan Future Land Use Goal 1 (health, safety, and welfare of all in land development patterns) and the Transportation Element (emphasizing pedestrian and bicycling environs). These do not fully encompass a health in all policies statement. Such a statement would include an evaluation of health impacts of local decision-making.	
Action 4	Collaboratively engage the public in the assessment of community health problems and developing strategies to improve the delivery of health services	Partnerships and Collaboration	Approved	They lists two partnerships through the Vickers House: Partnership with Foundcare (HIV testing & prevention monthly) and Partnership with FAU for Hypertension/Diabetes testing (monthly)	
Action 5	Collaboratively engage the local public health department and relevant local government departments or agencies to integrate health considerations into local plans and policies that affect the built environment, physical activity, and access to fresh food	Partnerships and Collaboration	Skipped	West Palm Beach did not pursue this measure.	



# GOLETA'S STAR RESULTS



# 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.

# 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

# 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**



# 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 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

# 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