



ACHIEVING SUSTAINABILITY THROUGH INFORMED COMMUNITY ENGAGEMENT NICOLE R. STOREY, AICP - CITY OF CHARLOTTE NC

CHARLOTTE, NORTH CAROLINA



- Population: 770k+
- Nation's Fastest
 Growing Metro Area
 3.4% Annual Growth
 Rate (2000-2010)
- Median Household Income: \$55,666 (2010)
- 2nd Largest Financial Center in US
- Fortune 500 Co. Headquarters: 6



BACKGROUND

- "Lead by Example" 2007 – Council Adopts 1st Focus Area Plan for the Environment
- 2009 Mayor Foxx Signs US ${f Agreement}$ Conference of Mayors Climate Action
- 2009 \$6.8 M Energy Efficiency & Conservation Block Grant (EECBG)





- Create
- Compile
- Assess Refine
- Maintain

ENGAGEMENT

- Inspire Action
- Boots on the Ground
- Social Media
- Traditional Media
- "Bright Spots"

RESOURCES

- Programs
- **Partnerships**
- Policies



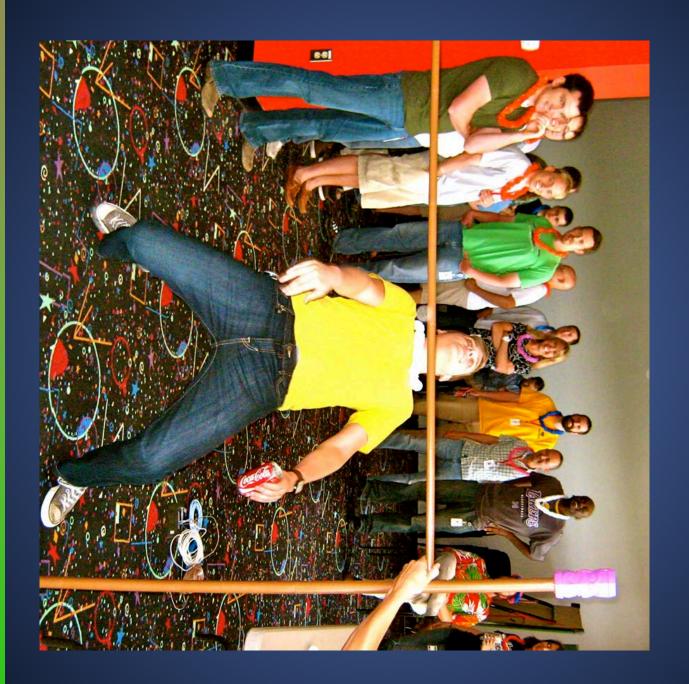
TRADITIONAL ASSESSMENTS:



"NEW SOUTH" METRICS:



HOW ARE WE SETTING THE BAR??



QUALITY of LIFE STUDY 2012 (QoL)

1993 Study Began

- 20 Variables
- 73 Inner-City Neighborhoods

2012 Study Re-Imagined

- 80 Variables, 16
 Environmental
- 464 City & County
 Neighborhoods
- Interactive Web-Based
 Dashboard

Previous Dimensions

- Social
- Crime
- Physical
- Economic

2012 Dimensions

- Community Character
- Community Engagement
- Community Economics
- Community Health

Community Safety

- Education
- Environment
- Housing



ENVIRONMENTAL INDICATORS

<u>Mobility</u>

- Commuters Driving Alone
- Length of Commute
- Avg # of Daily Transit Boardings
- Bicycle Friendliness
- Street Connectivity

<u> Built Environment</u>

- Total Impervious Surface
- # Structures in Floodplain
- Tree Canopy % (Res. & Non-Res)
- Paved Streets w/ Sidewalks %

Waste

- Diversion Rate
- Recycling Participation

Water

- •Adopt-A-Stream Participation
- •Residential Water Consumption

Energy*

- •Electric Consumption
- •Natural Gas Consumption

(*Avg Monthly Residential/Household)



Provides:

- COMMUNITY's Data
- Neighborhood Scale
- What & Why
- Comparability
- Trend Analysis
- Customized Reports
- Resources
- FREE-ly Accessible

Users:

- Neighborhoods
- Public Agencies
- Realtors & Home Buyers
- Investors
- Academic Researchers
- Non-Profits



A QOL Dashboard Report

Bicycle Friendliness Index nvironment

Daily Transit Boardings ength of Commute pervious Surface muters Driving Alone

Residential Natural Gas Consumption ree Canopy sidential Recycling Participation Rate ved Streets with Sidewalks eet Connectivity Index sidential Electricity Consu idential Solid Waste Diversion Rate ctures in Floodplain dential Tree Canopy

Water Consur

location. You can find additional help including a tutorial interacting with the map, or searching for an address or County. Begin by choosing a variable in the sidebar the health of neighborhoods in Charlotte and Mecklenburg The Quality of Life Dashboard is designed to help asses

1 1+

Residential Electricity Consumption

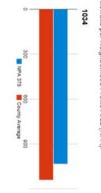
NPA 378: 1034 County Average: 1139.96

CENTRAL & PECAN

FEATURES

Consumption Neighborhood Profile Area 378 1034 Residential Electricity

kilowatts per Neighborhood Profile Area (NPA). Average household monthly electricity consumption in





1000-1300 0-1000 1300+

NA

Why is this important?

usage. Reducing electricity use saves money and lowers the demand for additional power services, grant funds or other initiatives to reduce energy use in areas that exhibit higher within the NPA. Data can been used to target educational programs, weatherization Provides baseline information to determine the average electricity use for households plants to be constructed which may lead to increased air pollution and degradation of

ENERGY STAR Information

Charlotte's Energy Efficiency Strategy Duke Energy Programs Home Checklist **DIY Home Energy Resources** Additional Resources

About the Data

the towns as information is not finalized the block group contains fewer than five (5) residential customers. Data is not included for beginning July 1, 2010 and ending June 30, 2011, Data is not included for cases where represents the average monthly energy use in kilowatt hours for the 12-month period Data was received at the block group level and aggregated to the NPA geography. Data

Duke Energy

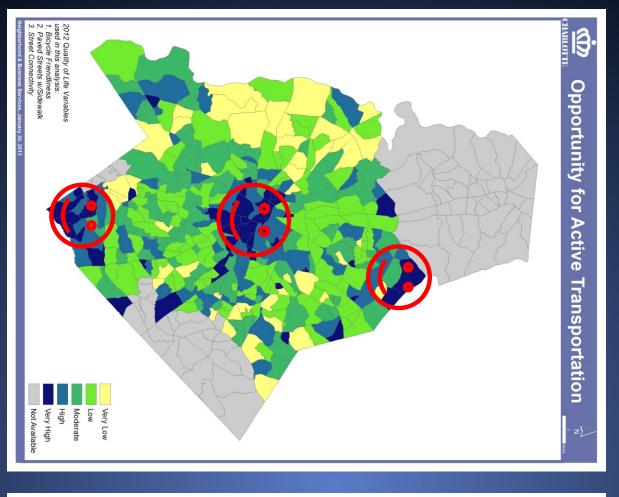
Created by the City of Charlotte, Mecklenburg County, and UNCC

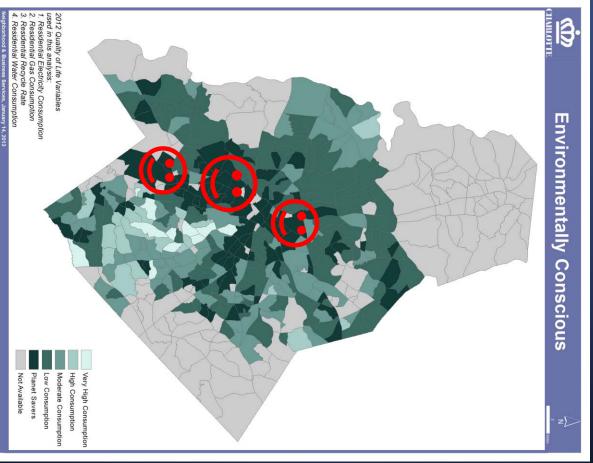












WHAT COMES NEXT...

"Data Informs the Direction of Change, It Does Not Inspire Change"

– Dan Heath, Author

"It May Look Like I'm Doing Nothing.....But I'm Actually Actively Waiting for My Problems to Go Away"

- Somecards.com

"Even if it's Wrong, Let's Do Something"

Alvin R. Storey, [My] Dad



COMMUNITY ENGAGEMENT



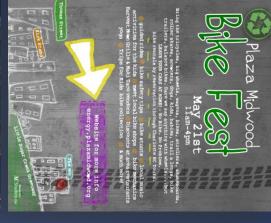


- & Buy In Internal & External - Need Ownership
- Social Media Platforms Granicus, etc.
- City/County Speaker's Bureau
- Celebrate Positives Citizen Awards
- **Bright Spots-**
- Why
- Showcase
- Replicate
- Service Area Teams
- in Neighborhoods, on the Ground
- Knock & Talks
- Take Services Where People Are



COMMUNITY ENGAGEMENT

- Neighborhood Matching Grants
- ≤ \$25k to Neighborhoods
- Match Required
- THEIR Projects & Ideas
- Community Gardens
- School Partnerships
- · Monumentation & Signage
- Traffic Calming
- more....









COMMUNITY ENGAGEMENT

- Sustainable Vision Plans (SVP)
- Ask Communities What They Want or Need
- Goals, Targets & Strategies
- Lower Energy Usage
- 2. Conserve Water
- 3. Increase Local Food Access/Use
- Increase Use of Alt Transit
- **Increase Use of Rec Areas**



Provide Resources

Identify Barriers

11 Neighborhoods

Primary Community Sustainability Goal #1: Increase Local Food Use and Production by Improving the Community

- stablish a weekly walking group, carpool or vanpool to a farmers market; ask for volunteers with large capacity vehicles to be the drivers. an inventory of tools throughout the community and create a community tool-share for use in the comi

- community potluck or use e-mail to share recipes that feature seasonal foods and ingredients

children identify what can be grown local

b find CSAs, Farmer's markets, and grocery's County's list of CSAs- http://tinyuri.com/re

Washington Heights Sustainable Vision Plan



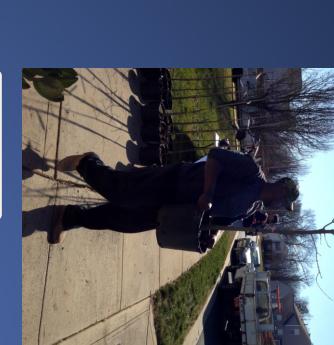
- Neighborhood Energy Challenge
- Power2 Live Green
- Commercial Building Energy Retrofit (CBRetro)
- Water Conservation Pilot Program
- Bike Rack Installation Program

Partnerships

- TreesCharlotte NeighborWoods
- 50% Canopy by 2050, 15,000 trees/year
- Utilities
- Data
- Keep Charlotte Beautiful/Keep America Beautiful
- Great American Clean-up, Beautification Projects
- Envision Charlotte
- 20% Behavioral Consumption Reduction by 2016
- E4 Carolinas
- North & South Carolina, Ideas to Action
- CONNECT our Future
- \$7.9M Project (HUD), 14 Counties NC & SC
- B-Cycle
- 20 Rental Stations, 800 bikes/week

Policies

- Focus Area Plan for the Environment
- Land Use Plans
- Green Purchasing Policy















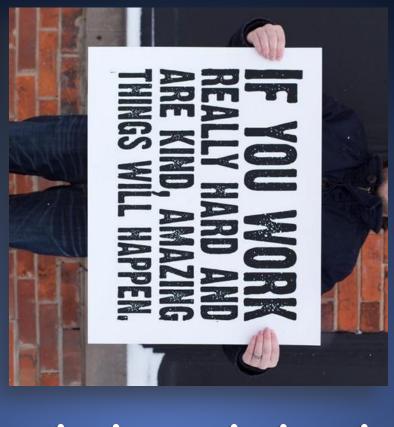






A FEW REFLECTIONS

(Mostly for My Own Benefit)



- as Doing Your Work. Promoting Your Work is as Important
- The Message Means Everything, Know Your Audience
- Ask the Right Questions.
- There are Some Things You Can Initiate Today, Others are Going to Take Some Time. It's OK.
- Do Fewer Things, Do Them Well.
- Proactive Engagement is Key-Done WITH Them. Done TO Them, Value Things that are Participants Resist Things that are
- Ink is Cheap.
- Collaborate, Collaborate, Collaborate.

