



# CITY OF LONG BEACH

# R-12

CITY MANAGERS OFFICE

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August 12, 2008

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt the 2008-2009 Sustainable City Commission work plan. (Citywide)

## DISCUSSION

The Sustainable City Commission ordinance was adopted by a unanimous vote of the City Council on May 15, 2007, which established the Sustainable City Commission.

The purpose of the Commission is to make advisory policy recommendations to the City Council on issues relating to the environment, a sustainable City plan, efforts or programs to address environmental issues such as air quality, water quality, resource conservation relating to the protection and integrity of the natural environment, programs to increase education and awareness of the environment, to serve as a forum for community discussion of these environmental issues, and to encourage input and participation from all sectors of the community on issues of sustainability and the environment.

The Sustainable City Commission ordinance establishes that, "each year the Commission shall prepare a work program outlining the focus for the Commission for review and approval by the City Council." The 2008-2009 Sustainable City Commission work plan (attached) was unanimously approved by the Sustainable City Commission on June 26, 2008.

The 2008-2009 Sustainable City Commission work plan includes four elements:

1. Green Inventory & Dashboard
2. Branding & Identity
3. Sustainable City Action Plan
4. Annual Green Report Card

Within these four elements, projects and programs will be organized under and guided by seven focus areas: Buildings and Neighborhoods, Urban Nature, Transportation, Water, Waste Reduction, Energy, and Eco Products and Services. These focus areas provide a holistic approach to sustainability and will be used to guide the Sustainable City Commission in its work.

This report was reviewed by Deputy City Attorney Linda Trang and Budget Management Officer Victoria Bell on July 30, 2008.

TIMING CONSIDERATIONS

The requested action is not time sensitive.


FISCAL IMPACT

There is no fiscal impact associated with this request.

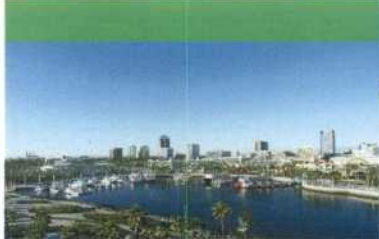
SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



*fr* PATRICK H. WEST  
CITY MANAGER



# Sustainable City Commission Work Plan



333 W. Ocean Blvd  
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2008-2009

## 1. Green Inventory & Dashboard

The City's first green inventory and dashboard will show our community what green initiatives the City has implemented and how we are monitoring our progress.

- Collect performance measures with baseline data for 2007
- Include benchmarking data where applicable
- Include an inventory of all green city programs and services
- Produce a green organization chart that demonstrates where the green city programs are housed

## 2. Branding and Identity

Branding and identity play a critical role in contributing to the image and recognition of sustainability. Establishing a consistent brand and identity serves to strengthen our messages and creates familiarity with our sustainability concepts and green programs.

- Create and unveil the City's green brand and identity and associated communication and educational materials
- Create and launch a green city website that will include a library of resources, a listing of best practices, a green city map, news and event information and other educational and informational items

## 3. Sustainable City Action Plan

This plan is intended to be a tool for creating a sustainable city by helping to guide future operational and policy decisions.

- Decide upon mission and objectives
- Incorporate the following focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction, and Eco Products and Services
- Conduct public outreach for regular meetings and plan community outreach opportunities for the community to comment on the plan

## 4. Annual Green Report Card

The City's first green report card will show our community what progress we have made in the first year.

- At the end of one year, create an annual report describing the accomplishments of the City's green activities
- Include annual statistics to compare to the baseline data in the Green Dashboard



### **Deliverable: Green Inventory & Dashboard**

The City's first green inventory and dashboard will show our community what green initiatives the City has implemented and how we are monitoring our progress.

- **Task 1:** Collect performance measures with baseline data for 2007
  - This will include totals for both city facilities/operations and community totals, where attainable, and will include benchmarking data where available
  - Performance measures will help us create a baseline for future comparisons and benchmarks will help us compare how we are doing to other cities
  - See Attachment A for proposed performance measures and benchmarks organized by sustainability focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction and Eco Products and Services
- **Task 2:** Create an inventory of all green city programs and services
  - This list helps us inventory what we are doing to be a sustainable city and shows the gaps to focus on for future sustainability efforts
  - This will be organized by sustainability focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction and Eco Products and Services
- **Task 3:** Produce a green organization chart
  - This demonstrates where our green operations are and where to focus our attention for future sustainability efforts
- **Task 4:** Create an online tool that visually displays the performance and inventory information, accessible all in one place
  - This provides transparency for the public and city staff to be able to see for the city's progress toward going green



### **Deliverable: Branding and Identity**

Branding and identity play a critical role in contributing to the image and recognition of sustainability.

- **Task 1:** Create a green brand and identity for the City of Long Beach
  - Establishing a consistent brand and identity serves to strengthen our messages and creates familiarity with our sustainability concepts and green programs
- **Task 2:** Create and launch a green city website
  - This will be organized by sustainability focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction and Eco Products and Services
  - This will include a library of resources, a listing of best practices, a green city map, news, and educational/informational items
- **Task 3:** Create educational and community outreach materials
  - These materials will help the City reach out and educate the community
  - The intent is to produce these materials in multiple languages and make them available in a variety of formats and locations



### **Deliverable: Sustainable City Action Plan**

This plan is intended to be a tool for creating a sustainable city by helping to guide future operational and policy decisions.

- **Task 1:** Decide upon mission and objectives
  - This helps guide the plan, linking the contents in the plan back to what the plan is intended to accomplish
- **Task 2:** Create sustainability actions in the following focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction and Eco Products and Services
  - These focus areas help create manageable categories as a starting points to organize sustainability actions for future sustainability efforts
- **Task 3:** Conduct public outreach for regular meetings and plan community outreach opportunities for the community to comment on the plan
  - Engage the community during Commission meetings to participate in the creation of the Sustainable City Action Plan
  - Attend community outreach events to publicize Sustainable City Action Plan (such as Green Port Fest, University By The Sea, etc.)



### **Deliverable: Annual Green Report Card**

The City's first green report card will show our community what progress we have made in the first year.

- **Task 1:** Create and publish an annual report card at the end of 1 year
  - This report card will compare the annual information to the baseline information in the green inventory and dashboard by listing the City's green accomplishments, comparing annual data to the baseline data and will include annual benchmark comparisons, where applicable
  - The report card will also incorporate any necessary information from the Sustainable City Action Plan
  - The goal of this green report card is to show our progress towards becoming a sustainable city each year and highlight our successes and focus on where the City needs improvement
- **Task 2:** Create an online tool that visually displays the Annual Green Report Card and links to related information
  - This provides transparency for the public and city staff to see the results of the City's efforts to become a sustainable city
- **Task 3:** Update the following:
  - The inventory of all green city programs and services
  - The green organization chart
  - The green dashboard