

# Cultural identity, sense of place and sustainability



LEED for Cities and Communities | July 29, 2020



**Hilari Varnadore**

*Vice President for Cities*  
US Green Building Council





# LEARNING OBJECTIVES

- Learn about 3 distinct US sustainability programs in cities with fewer than 100,000 residents
- Reveal how cities maintain long-standing commitments to sustainability and quality of life
- Uncover context-specific similarities and differences between programs based in the Southwest, Midwest and West Coast regions
- Hear how cultural identity and sense of place shape approaches to local sustainability

# AGENDA

## Welcome

- Moderator: Hilari Varnadore, USGBC

## Stories from cities engaged with LEED

- Neal Denton, City of Santa Fe, NM – certified LEED Gold May 2020
- Anne Williams, City of Shaker Heights, OH
- Amanda Grossman, City of Santa Monica, CA

## Question & Answer

- Submit your questions in the chat box or Q&A feature

# PANELISTS



**Neal Denton**  
*Sustainability Planner*  
City of Santa Fe, NM



**Anne Williams**  
*Councilmember*  
City of Shaker Heights, OH



**Amanda Grossman**  
*Sustainability Analyst*  
City of Santa Monica, CA



# SENSE OF PLACE, CULTURAL IDENTITY, AND SUSTAINABILITY IN SANTA FE, NEW MEXICO

USGBC Webinar  
July 29, 2020

Presented by:  
Neal Denton  
Sustainability Planner  
City of Santa Fe

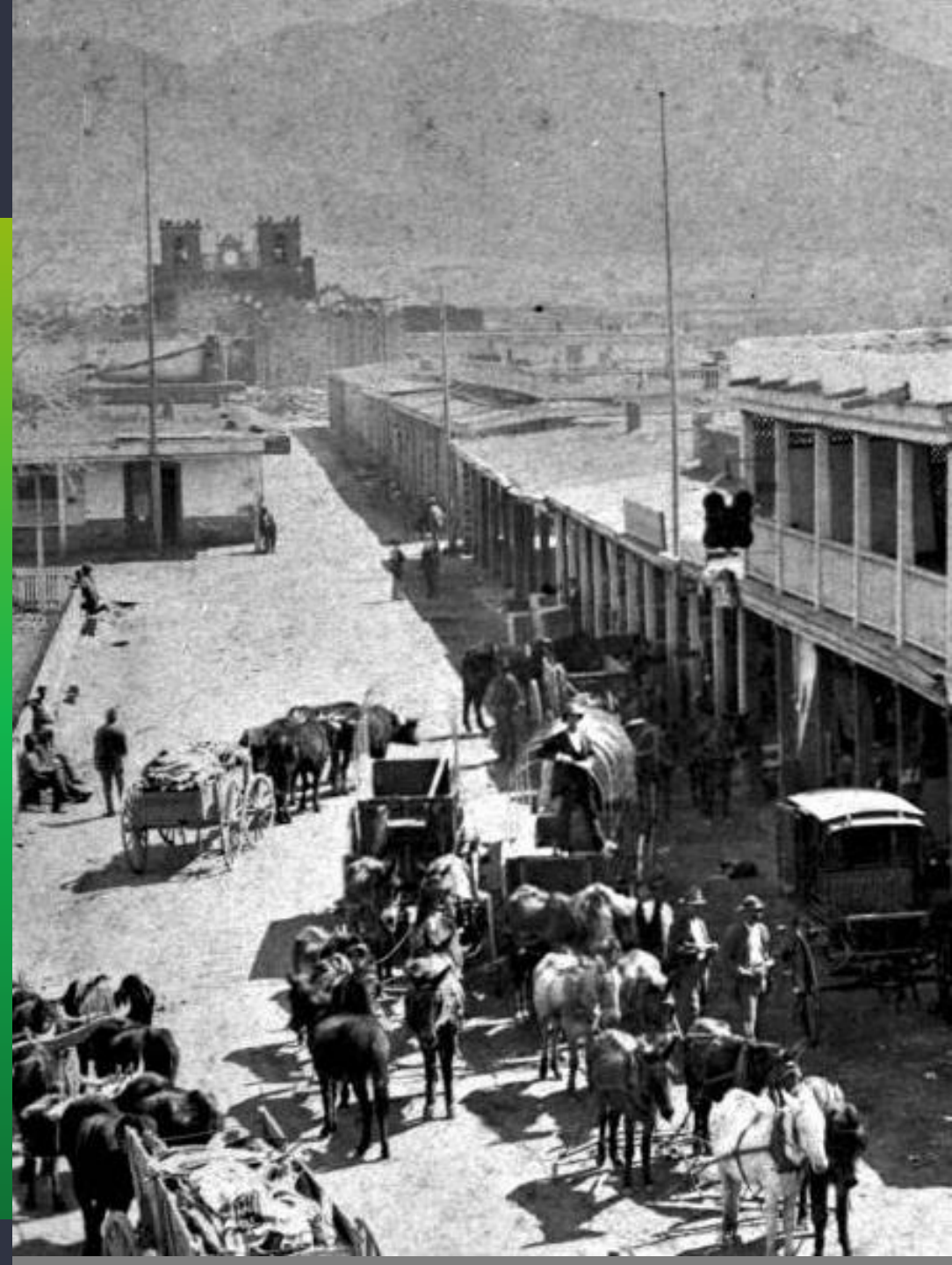


# PRESENTATION OUTLINE

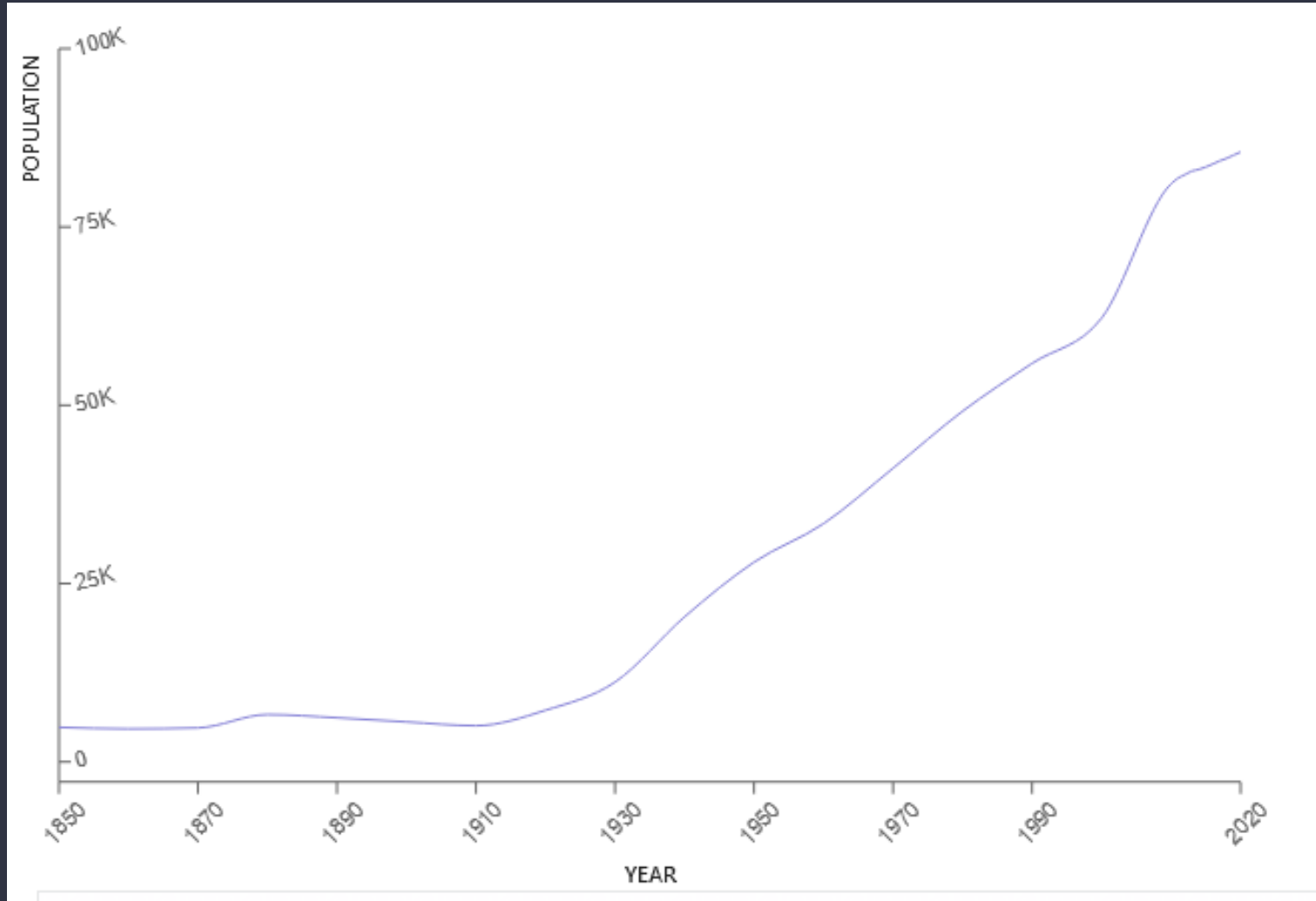
- History
- Demographics
- Economy
- Water
- Historic Preservation
- Equity
- Health
- 2020 Priorities
- Long-Term Strategies

# DEVELOPMENT

- Indigenous people settled here in 900.
- Spanish make Santa Fe capital in 1610.
- Santa Fe developed around central plaza.
- Santa Fe Trail brings more settlers in 1800s.
- 1912 City Beautiful Movement
- Growth along three major roads since 1960



# POPULATION GROWTH



# DEMOGRAPHICS

## Age

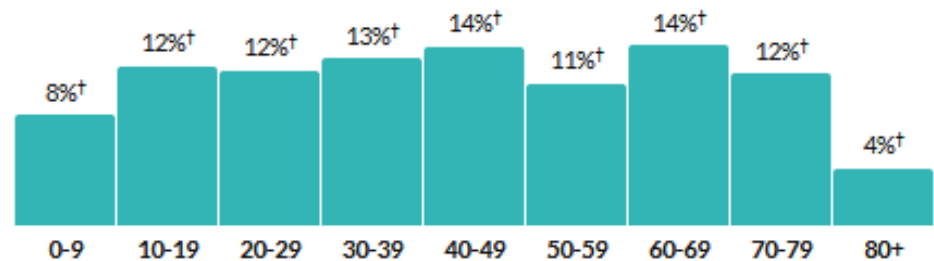
43.9

Median age

about 90 percent of the figure in the Santa Fe, NM Metro Area: 47.8

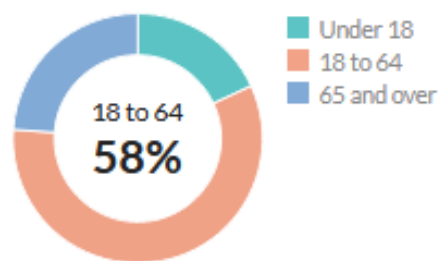
about 20 percent higher than the figure in New Mexico: 38.1

Population by age range



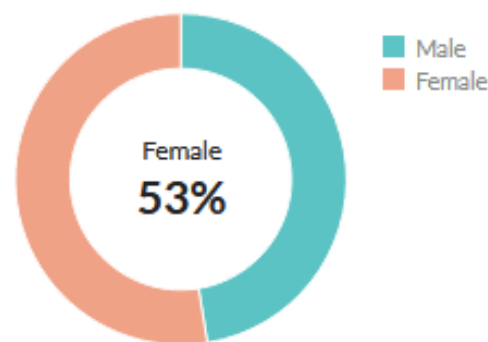
[Show data](#) / [Embed](#)

Population by age category



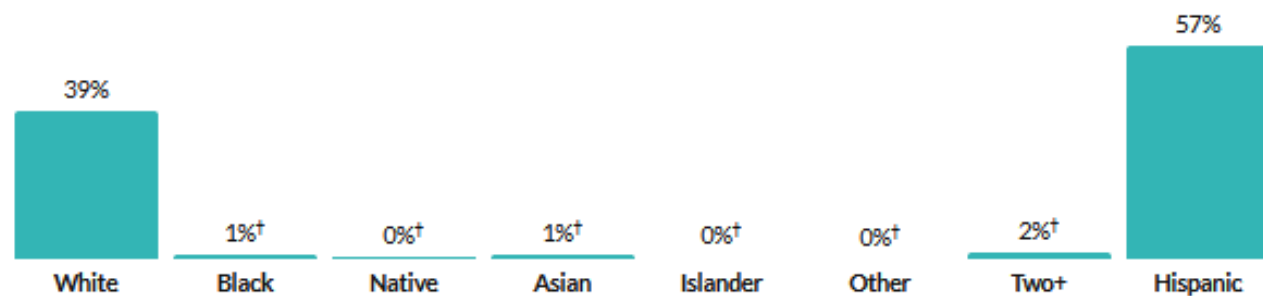
[Show data](#) / [Embed](#)

## Sex



[Show data](#) / [Embed](#)

## Race & Ethnicity



\* Hispanic includes respondents of any race. Other categories are non-Hispanic.

[Show data](#) / [Embed](#)

# RESIDENTS' PRIORITIES

- Sustainability and clean energy
- Promoting arts & culture
- Preserving history
- Providing parks, trails, open space, and recreation
- Jobs and economy
- Managing growth



Photo Credit: © SETH ROFFMAN

# ECONOMY

- LEED for Cities - Low Carbon Economy
- Tourism, art, real estate, film, and retail
- Most employment is within government.
- Low unemployment rate before COVID
- City invests in green economy & arts.
- Shortage of affordable housing



Photo Credit: © SETH ROFFMAN

# WATER

- Water consumption at 76 gallons/per/day
- Acequias build communities around irrigation
- Development limited by water availability
- Resilient supply from surface and groundwater
- Stormwater infiltrated in basins and river
- Outreach to increase connection to water



Photo Credit: © SETH ROFFMAN

# PRESERVATION

- Community character and tradition highly valued
- One of the City's top strengths
- Oldest buildings in USA
- Saves energy and resources
- Historic district approval required since 1957
- 6,668 buildings - 18% of total



# EQUITY

- Catholic values prioritize poor and vulnerable.
- Top priority of elected officials
- Sanctuary and support for immigrants
- Formation of Truth and Reconciliation Commission
- High cost of living causing displacement
- Shifting to mitigation-resilience-equity nexus



# HEALTH

- Historical destination for healing from consumption
- Hypertension rates among lowest in USA
- <4 air quality days per year
- Certified Bicycle Friendly Community
- Expanding outdoor activities and programs
- Expanding employee health and wellness programs



Photo Credit: © SETH ROFFMAN

## 2020 PRIORITIES

- Electric vehicle infrastructure
- Street light retrofits to LED
- Expansion of green building code
- Road diet, bike lanes, sidewalks
- Affordable housing & Midtown Campus
- Expanding water conservation programs



# LONG-TERM STRATEGIES

- Implementing investment grade audit recommendations
- City fleet improvements
- Further expansion of green building code
- Eliminating new natural gas connections
- More affordable housing
- More bike lanes and pedestrian improvements



Photo Credit: © SETH ROFFMAN

# THANK YOU

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SHAKER HEIGHTS

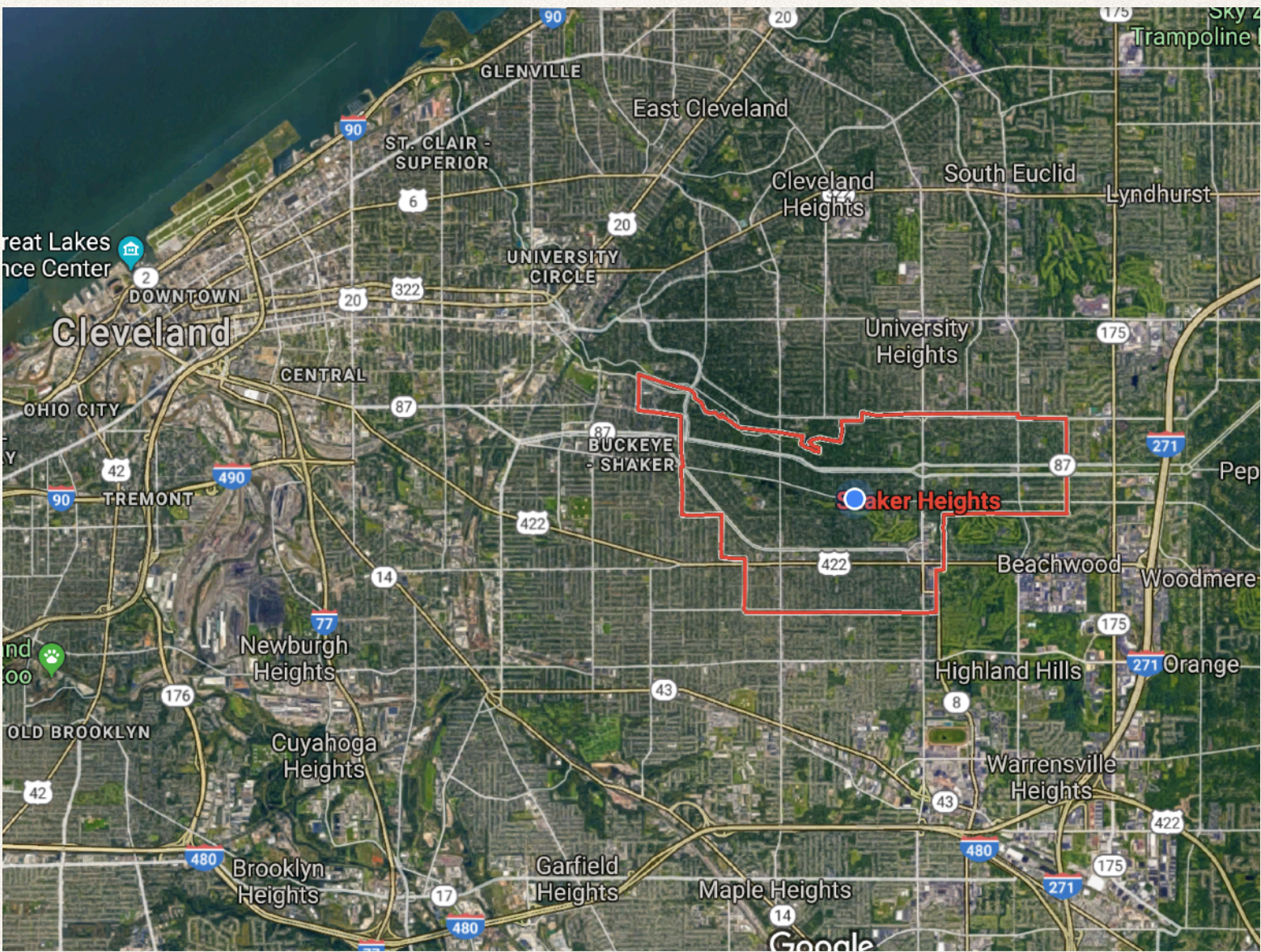
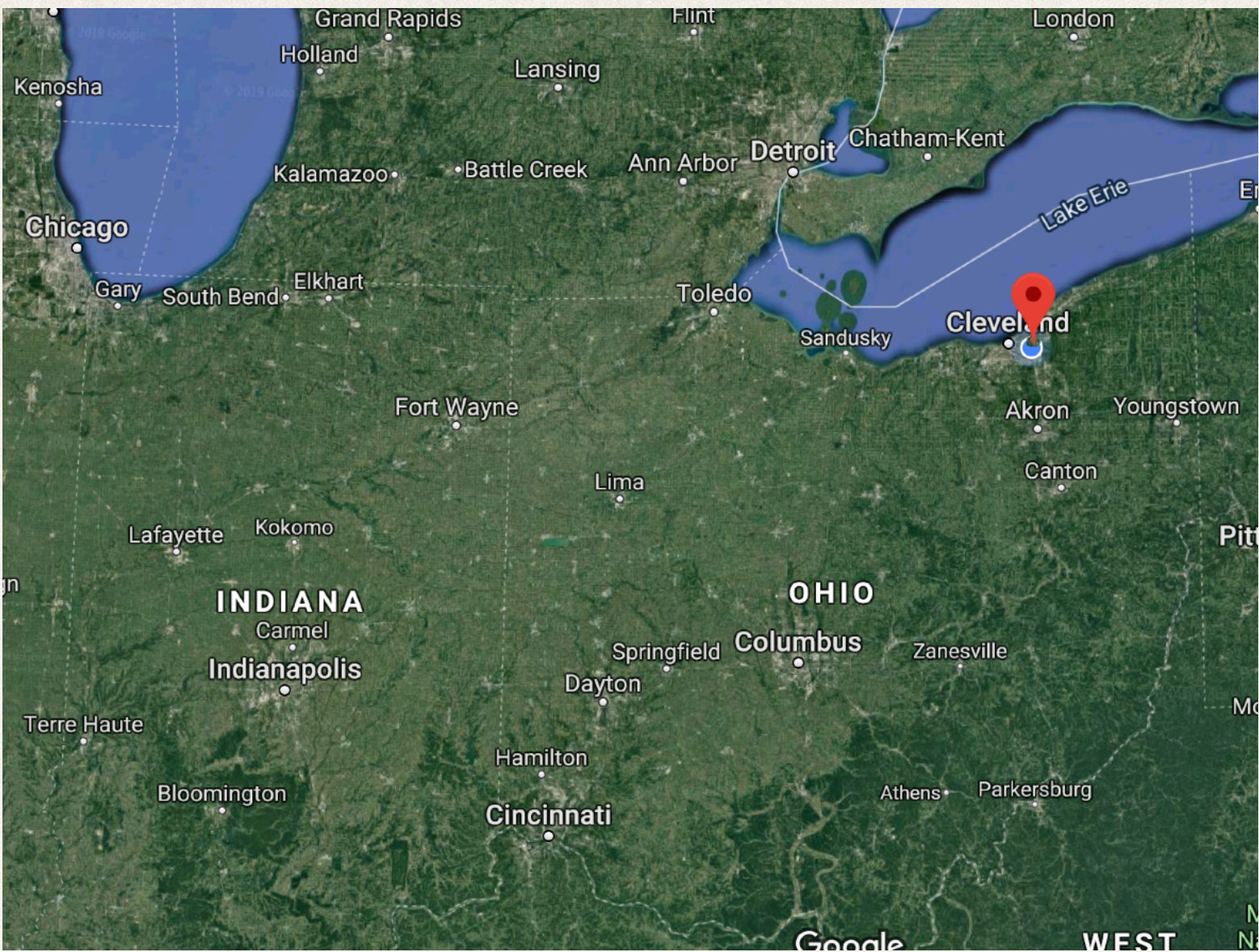
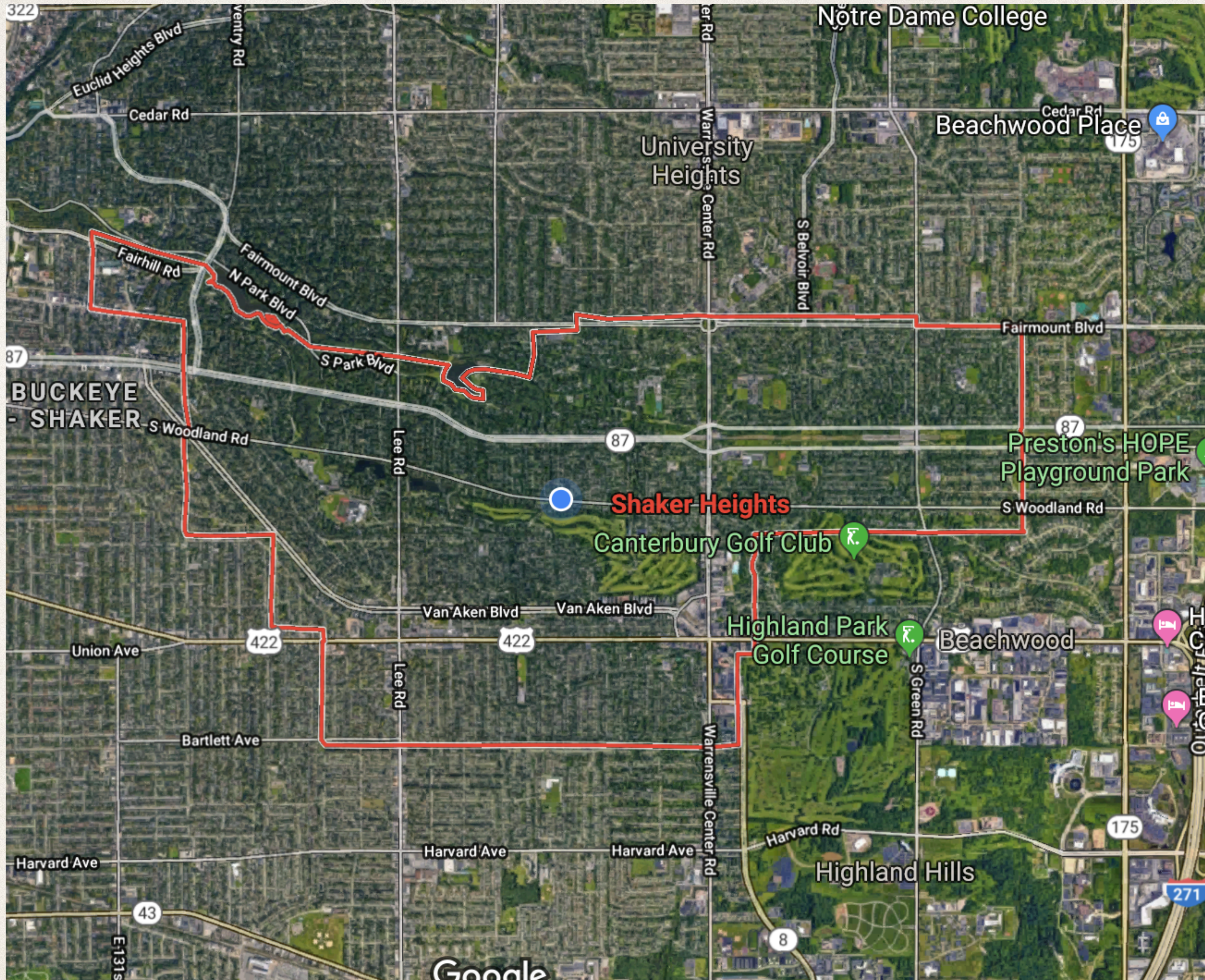


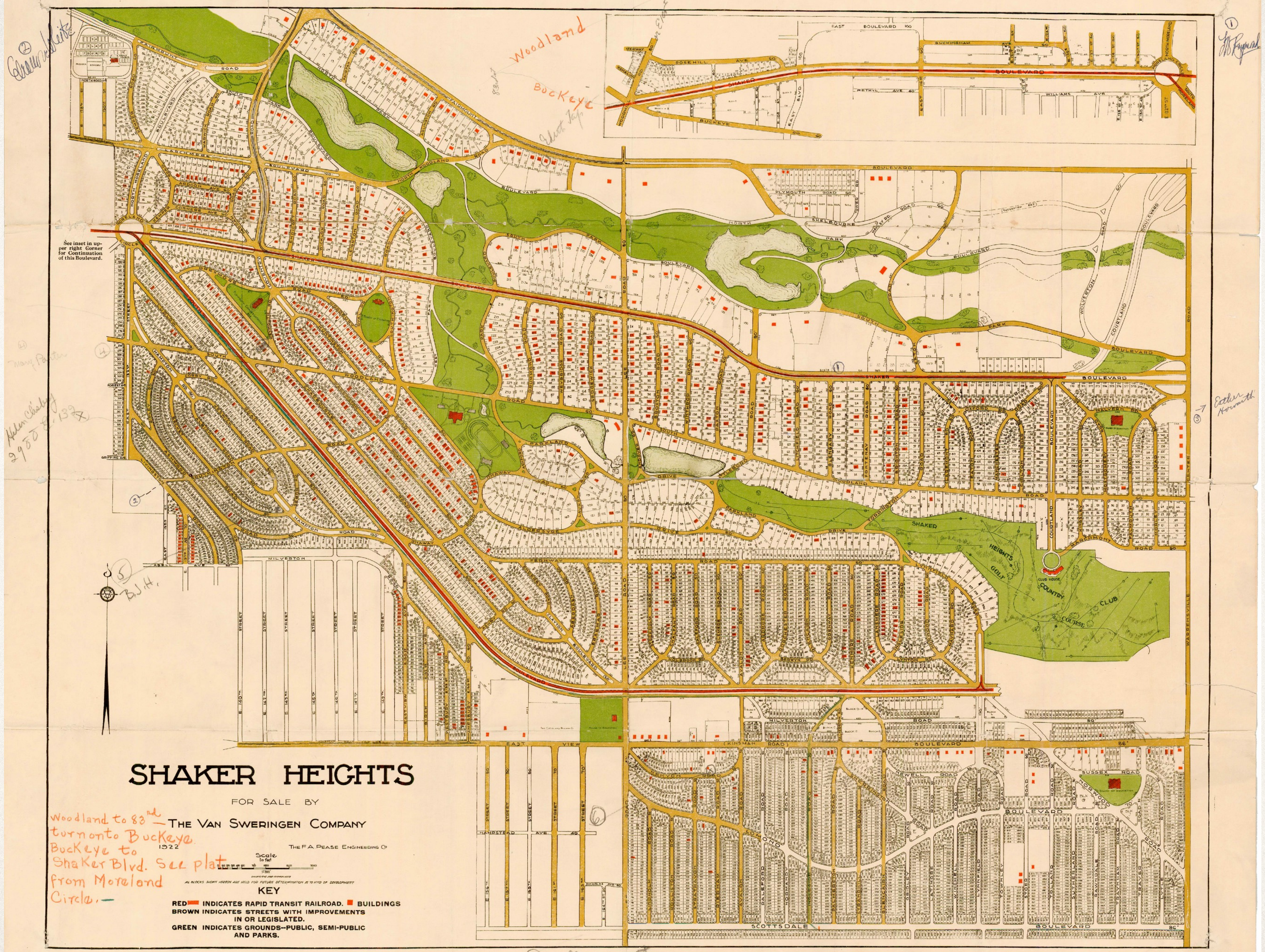
# Cultural Identity, Sense of Place, and Sustainability

How Shaker Heights Leveraged LEED for Cities and Communities v4.1 in its Sustainability Journey

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*July 29, 2020*





# SHAKER HEIGHTS

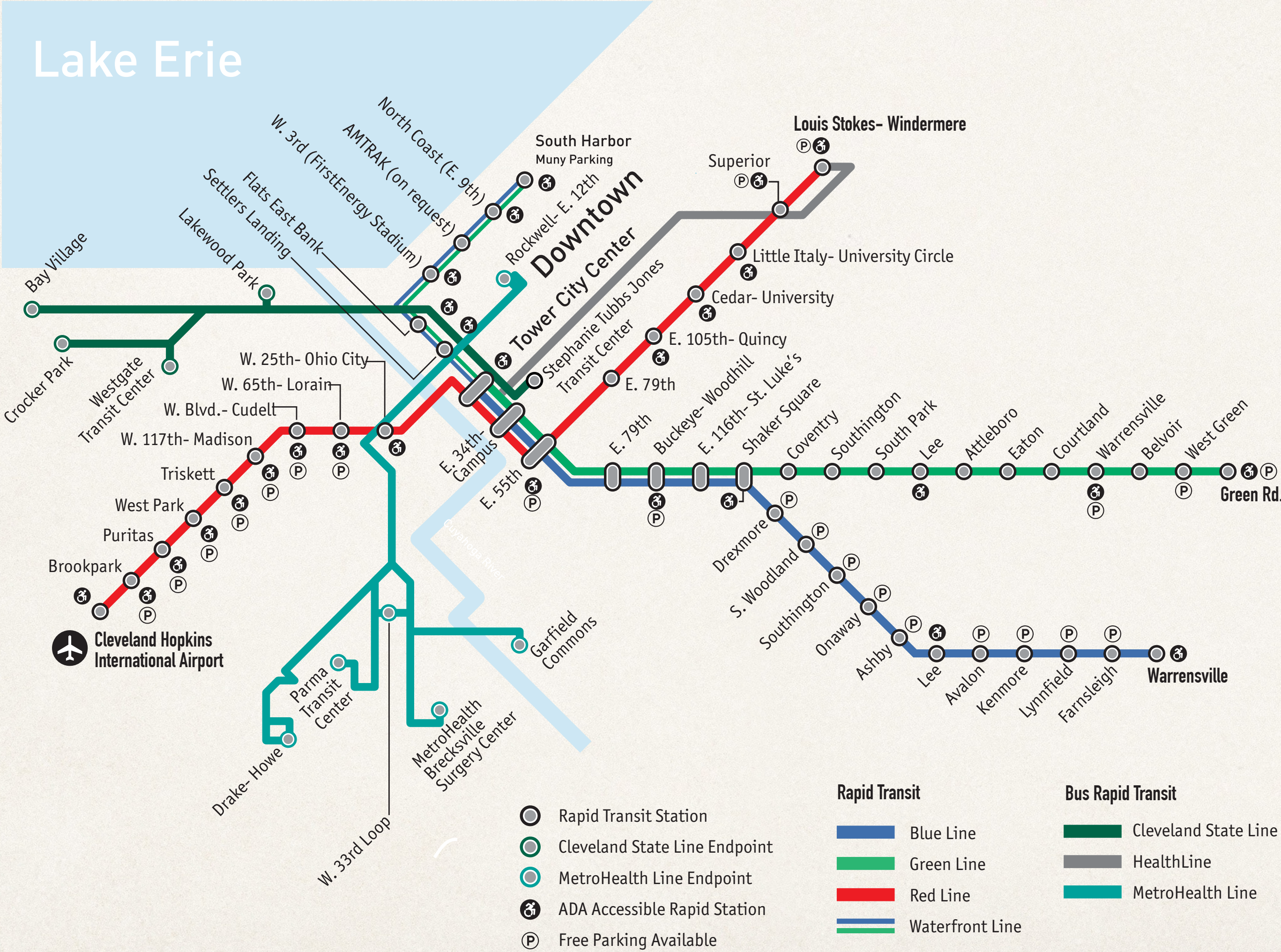
FOR SALE BY  
THE VAN SWERINGEN COMPANY

Scale  
1" = 100'

## KEY

- RED — INDICATES RAPID TRANSIT RAILROAD. ■ BUILDINGS
- BROWN INDICATES STREETS WITH IMPROVEMENTS IN OR LEGISLATED.
- GREEN INDICATES GROUNDS—PUBLIC, SEMI-PUBLIC AND PARKS.

# Rapid Transit System





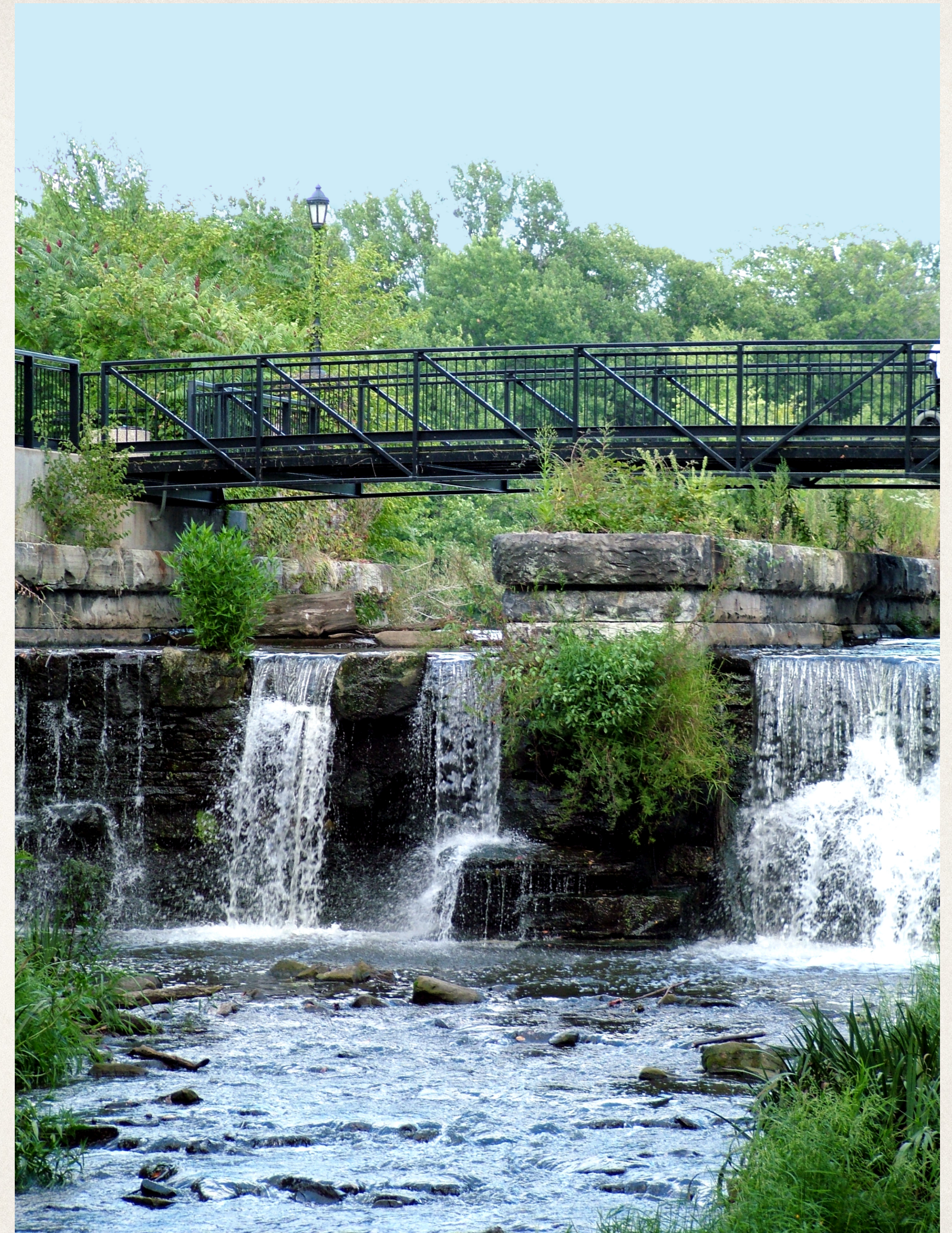




# Local Priorities: Water

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- ❖ The Climate Change Task Force was created in 2014 after a rainwater flooding event
- ❖ Two historic and two early 20th century lakes and dams are integral to the city's green space but also require significant capital improvements
- ❖ 100+ year old sewer and water infrastructure leads to significant maintenance expense (and "non-revenue" water leaks)
- ❖ Two branches of the Doan Brook are part of the Lake Erie watershed



# Local Priorities: GHG

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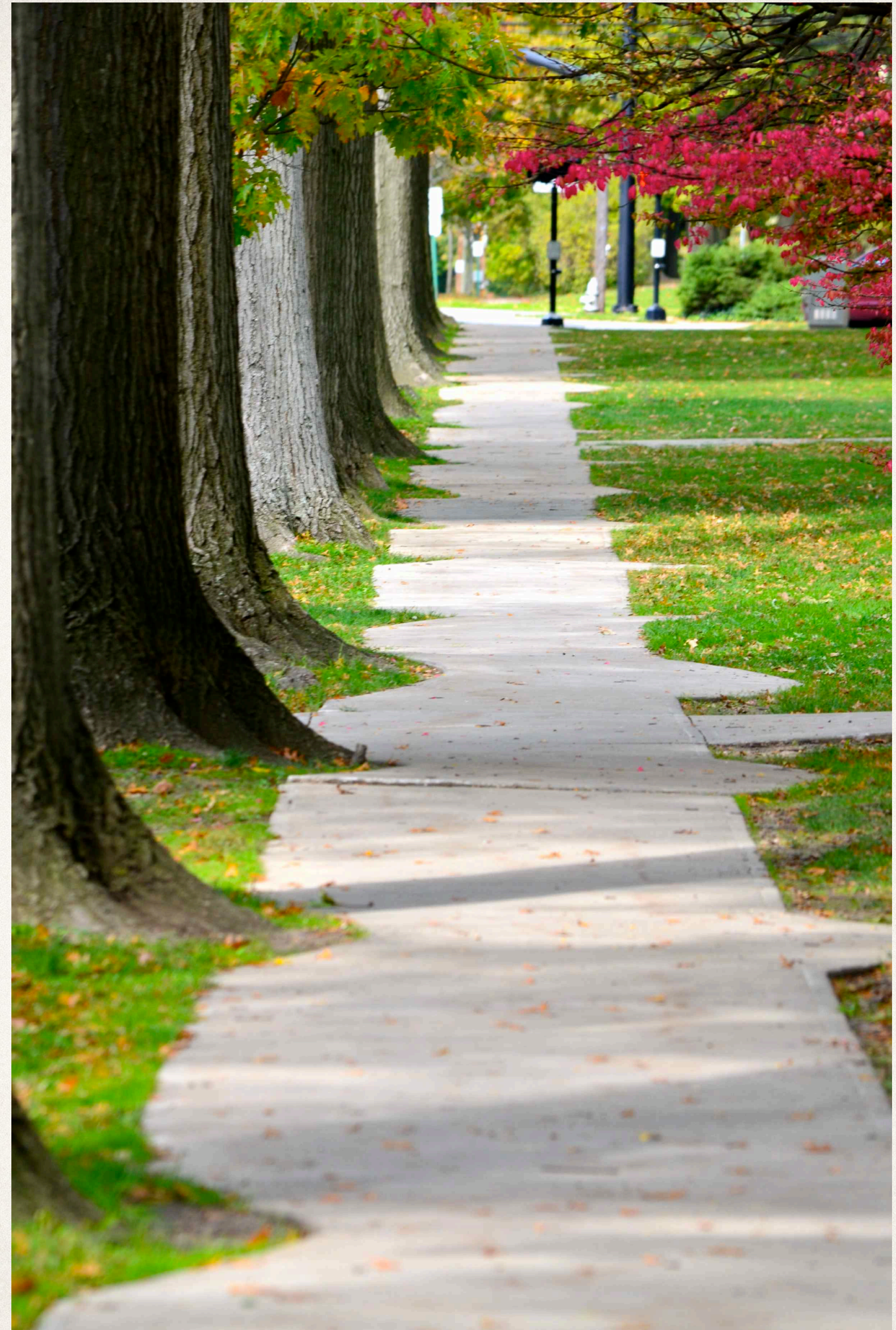
- ❖ In 2019, the task force became a council committee with an expanded scope
- ❖ For city operations this includes efficiencies that will both save money and reduce GHG emissions
- ❖ Resident-facing initiatives driven by subcommittees:
  - ❖ Stormwater & Greenspace
  - ❖ Renewable Energy
  - ❖ Recycling & Waste Reduction/Diversion
  - ❖ High School Advisory Group



# What Residents Care Most About

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- ❖ Waste: with recycling curtailed, introduced food waste diversion with local composting company
- ❖ The Tree Canopy: the city has long had a city arborist on staff and has a Tree Advisory Board
- ❖ Pesticide/Herbicide Use: the city changed policy to restrict pesticide use on most city-owned property and was among the first to use larvicide to combat West Nile rather than aerial spraying



# Sustainability Roadmap

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- ❖ Created internal city Green Team to engage staff
  - ❖ Led to initiatives like composting at Fire/Police stations and City Hall and pursuing EV charging grants for future city vehicles
- ❖ Applied to USGBC grant program and became part of 2019 cohort to leverage our limited resources devoted to sustainability
- ❖ Collaborated with our public school system and three private K-12 schools to create a high school advisory board



LEED v4.1  
CITIES AND COMMUNITIES  
EXISTING

Getting started guide for beta participants

April 2, 2019

# Required Resources

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- ❖ Elected Champion and Staff Time
- ❖ Sustainability, Planning, Public Works
- ❖ Water, Sewer, Electric data
- ❖ GIS mapping (ideally)
- ❖ More time than money
  - ❖ Registration/Certification Costs
  - ❖ Mapping



# Why did we do it?

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- ❖ Leveraging a tested set of best practices
- ❖ Limited resources, focuses efforts
- ❖ Attraction and retention for residents, business, and staff
- ❖ Making change at the local level
- ❖ Creates baseline, actionable data, engages wide collection of stakeholders



CULTURAL IDENTITY AND SUSTAINABILITY



# City of Santa Monica

Amanda Grossman, Sustainability Analyst

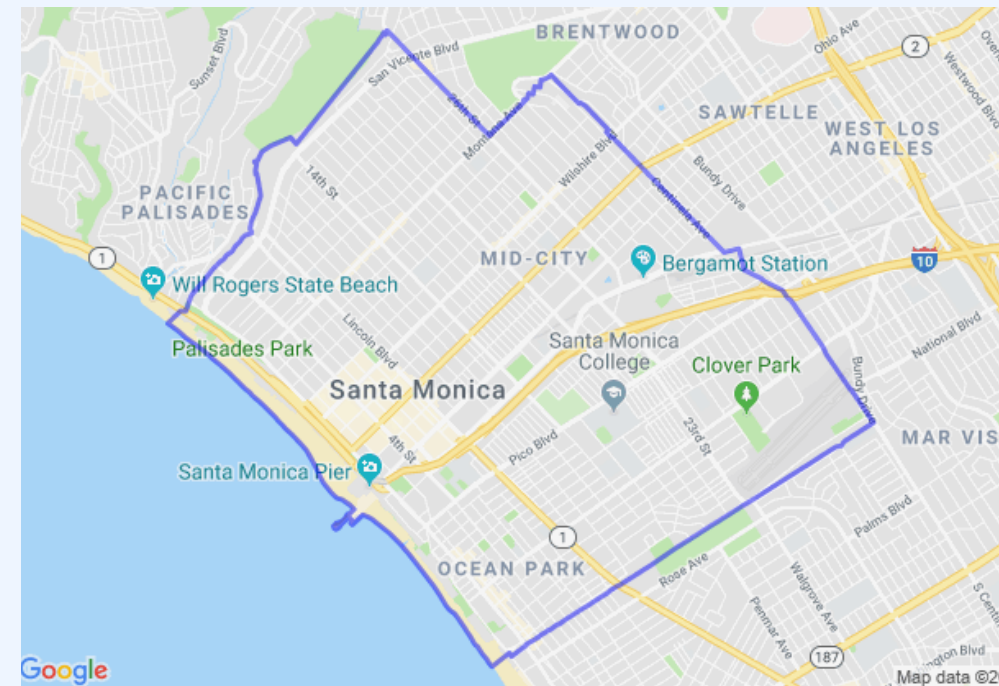


# Santa Monica at a Glance



## PEOPLE

90,000+ Residents  
60% Multi-Family  
2x-3x Daytime



## PLACE

8 square miles  
245 acres beach  
Neighbors to Los Angeles



## PRODUCTIVE

Transit, Airport,  
Amusement Park  
Silicon Beach

# HISTORY OF SANTA MONICA



1994

Sustainable  
City Plan



2013

Sustainability  
Rights  
Ordinance  
(Rights of  
Nature)



2015

20% reduction  
in greenhouse  
gas emissions



2019

Climate Action  
and Adaptation  
Plan  
80% by 2030

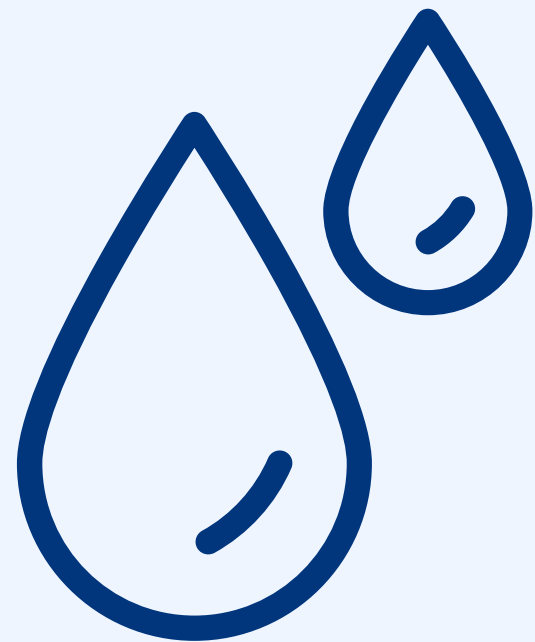


2019

Creation of Article  
12 of Municipal  
Code



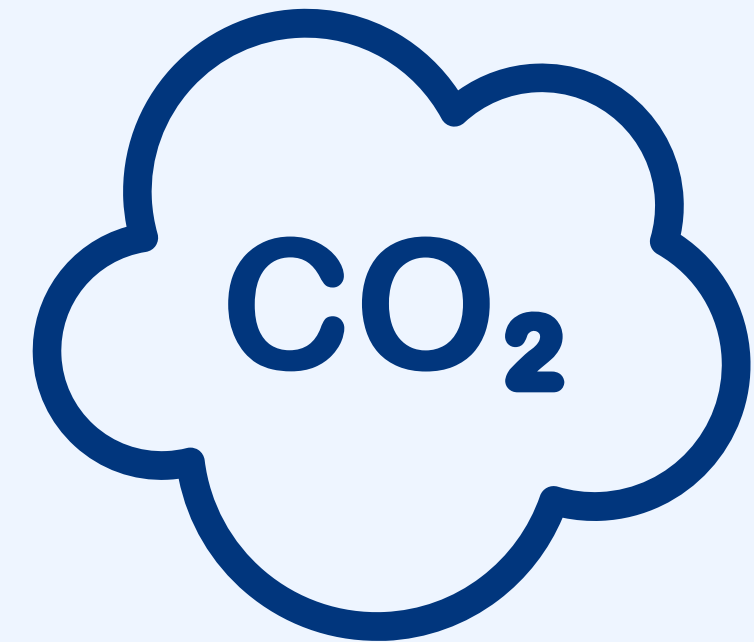
# KEY TARGETS



**Water Self-Sufficient  
by 2023**



**Zero Waste by 2030**



**Carbon Neutral  
by 2050**





# CULTURE OF ADVOCACY

## DRIVEN BY CONSCIOUS RESIDENTS

- Engaged Community
- Local environmental non-profits
- Collaboration with stakeholders
- Task Force on the Environment
- Climate Action Santa Monica
- Team Marine



# CULTURE OF LEADERSHIP

## SUPPORTED BY PROGRESSIVE LEADERS

- Informed and Ambitious City Council
- Task Force on the Environment
- Progressive State of California
- Green Cities California



# CULTURE OF INNOVATION

## INSPIRED BY FORWARD THINKERS

- Environmental non-profits and universities
- Clean tech start-ups
- Los Angeles Clean Tech Incubator



# SENSE OF PLACE

## COASTAL COMMUNITY

Protection of largest ecosystem - Beach

- Policies (Urban Runoff, Toxics, Plastics)
- Connection with Nature
- Tourism





# SENSE OF PLACE

## SUNSHINE STATE

Average 310 days of Sun

- Solar technology
  - Car-less options
  - Local agriculture
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# MORE INFO

## WEBSITE

[www.sustainablesm.org](http://www.sustainablesm.org)

## PERFORMANCE MANAGEMENT

[data.sustainablesm.org](http://data.sustainablesm.org)

## QUESTIONS

[amanda.grossman@smgov.net](mailto:amanda.grossman@smgov.net)





# DISCUSSION

# For more information:

- Explore LEED v4.1 for Cities and Communities
- Visit our website [usgbc.org/leed/rating-systems/leed-for-cities](https://usgbc.org/leed/rating-systems/leed-for-cities)
- Email us at [cities@usgbc.org](mailto:cities@usgbc.org) with any questions

