

Washington DC Neighborhood Sustainability Indicators Project Pilot Project Overview Report

2010 North Cleveland Park / Tenleytown / Forest Hills



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Acknowledgments

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1 Executive Summary

The Neighborhood Sustainability Indicators Project (NSIP) Pilot is an innovative, community-based, grassroots effort to engage neighborhood residents, businesses and institutions to define their vision, goals and targets for sustainability at the local level and take specific actions towards meeting their identified goals. The intent of NSIP is to inspire and sustain citizen-led efforts over time and to produce tangible records of progress through monitoring of measurable sustainability indicators.

This initial Pilot Project is specifically focused on the ANC3F area covering the North Cleveland Park, Forest Hills and Tenleytown areas of Ward 3, Washington, DC. This area was chosen for its favorable land use mix, active neighborhood groups and associations, and range of environmental conditions that offer opportunities to test ideas that can be replicated in other DC neighborhoods. The NSIP process outlines three critical steps to create successful and lasting efforts in neighborhood sustainability:



Resident crossing over Soap Stone Creek in the NSIP Pilot Project area.

1 / Create a robust sustainability framework for action involving the following key elements:

- / Green Baseline: a comprehensive assessment of existing conditions in the neighborhood.
- / Green Goals & Actions: specific goals, targets and measurable indicators chosen by the community.
- / Green Advisors & Organizers: a Technical Advisory Committee (TAC) and various sustainability workgroups that coordinate and oversee sustainability actions and efforts at the neighborhood level.
- / Green Associations & Partnerships: collaborations and partnerships with a network of local, city and national associations/organizations that can advise / guide / implement sustainability initiatives.
- / Green Information Network: an information network for communication and sharing of sustainability related information utilizing websites, Facebook, Twitter and other social media channels.
- / Green Reporting: a system of recording and reporting progress on sustainability on an annual basis.
- / Green Recognition: establishing formal and informal ways of recognizing and rewarding green champions and success stories in order to encourage and promote more sustainable activities.

2 / Organize a management and oversight structure for sustainability actions, and create specific work plans and timelines for various actions proposed and selected by the workgroups.

3 / Inspire and recruit sustain-ablers (volunteers), and facilitate recruitment campaigns to find volunteers who will initiate specific sustainability actions.

The Pilot Project's planning phase was conducted over 6 months and included four public workshops/meetings covering sustainability visioning and goal setting, selection of actions and indicators, and management and implementation. Approximately 290 community members participated during the planning phase (attendance can be double counted).

As a first step, an existing conditions analysis including a SWOT (Strengths, Weaknesses, Opportunities and Threats) assessment documented in the form a 'community notebook' (see appendix 1). The analysis highlighted the relatively high level of rental properties (nearly 64% of residents) and a high percentage of single-person households (nearly 61%). At the same time, the analysis indicated larger than city-average lot sizes for single family homes and revealed a majority of structures to be more than 50 years old. Other highlights included high level of accessibility to Metro and other transit services, higher than city-average tree canopy cover (65%, due mainly to Rock Creek Park), and a large presence of institutional uses including University of District of Columbia (UDC), Howard University Law School, the Hillwood Museum, and various embassies. Overall, the Green Baseline analysis portrayed a stable community with some unique opportunities for increased sustainability.

The community identified the main components of their vision for sustainability at the visioning workshop conducted early in the NSIP process. This vision was translated into nine specific goals in five categories that corresponded with five of the District's 'Green Agenda' categories.

Energy

- / Increase Energy Conservation
- / Increase Production of Renewable Energy
- / Increase Environmental Management of Multifamily Dwellings

Mobility

/ Increase Use of Greener Modes of Transportation

Environment

- / Increase Water Conservation
- / Improve Water Quality in Neighborhood Streams
- / Restore, Enhance, and Protect Tree Canopy

Economy

/ Increase the Number and Quality of Local Green Businesses

Social Capital

/ Expand the Community's "Green Social Capital"

Using an interactive process, residents voted on and selected 32 priority actions that supported the 9 goals. These actions involved a range of community-level efforts as well as individual actions. For each of the 9 goals, specific primary indicators were selected that would measure overall progress towards the goal. The progress would be measured in reference to an established baseline and specific targets chosen by the community. The baselines were established by the existing conditions study. In addition to the primary indicators, the level of community participation in each of the 32 actions would also be tracked.

To begin the implementation phase, the community organized itself into workgroups associated with each of the 5 categories of goals. Each workgroup will prepare a workplan that outlines each of the goals within their scope. The Technical Advisory Committee (TAC), in cooperation with the Office of Planning will oversee and coordinate the actions proposed by the workgroups. Consistent with the sustainability framework established under the NSIP process, the community established a website (www.sustainable-dc.com), a facebook page, a list-serve for email communication, and new partnerships with organizations such as Casey Trees, WeatherizeDC, Friends of Rock Creek Environment (FORCE), and others who would work with the community towards realizing specific goals. Once the sustainability workgroups finalize their workplans, they'll begin to use their networks to recruit volunteers for specific actions. The community also has a template for tracking their actions and reporting progress towards their sustainability goals in coordination and partnership with the Office of Planning, and their progress will be measured and reported annually by the Office of Planning. With the planning phase completed, the community is poised to start turning their ideas into real actions.

"the community is poised to start implementing their ideas into real actions"

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Introduction



What is NSIP?

The **NSIP Process** is a grassroots level, action-oriented project involving neighborhood residents, businesses and institutions interested in promoting and enhancing sustainability in a way that is meaningful to them and their neighborhood. It offers the community an opportunity to define sustainability, create a vision, and develop a sustainability frame-work with goals, objectives and actions to reach that vision. In addition, it encourages the community to identify and track neighborhood sustainability indicators to share and report progress towards reaching its goals and overall vision on a regular basis.

The District is interested in promoting this grassroots-driven sustainability effort to support and inform its overall Green DC Agenda and to make more effective sustainability policies. Cooperatively developed by the DC Office of Planning and DC Department of Environment, the **Pilot Project** applies the NSIP process to a portion of Ward 3 in Northwest DC that can serve as a model for other neighborhoods in the District to undertake their own sustainability efforts in a coordinated and effective way.

Other important goals for the project are:

- / Recruit citizens for a participatory process to define neighborhood sustainability and identify related goals.
- / Create a list of neighborhood sustainability indicators that are understandable by a broad audience, relevant to local residents and issues, and practical for policymakers.
- / Develop performance targets for each indicator and a monitoring system to capture indicator data
- / Define specific actions the community can take to reach their goals
- / Foster a broad understanding and commitment among residents about sustainability goals and energize residents and civic groups on achieving the goals.
- / Document lessons learned from the project towards replicating the NSIP process and framework for other neighborhoods in the District.

CITIZENS MAKING A DIFFERENCE / Energy

Incandescent lamps lose 90% of their energy as heat, and the average American home has 40 light bulbs.

What if one household changed half its light bulbs from incandescent to compact fluorescent bulbs? What if every household in the District of Columbia changed half the incandescent light bulbs?

*Calculations based on 2009 PEPCO data.



Why NSIP now?

Climate change is real and its effects are widespread, evident at global, regional, and local scales. The NSIP Pilot comes at a critical time to alleviate stresses associated with the climatic and environmental threats plaguing cities and nations around the globe. In addition to environmental stresses, resource depletion and economic downturns are also universal challenges for neighborhoods and cities near and far. Regionally, the Chesapeake Bay continues to face warming waters and pollutants that threaten its delicate ecosystem. In the District of Columbia, average temperatures have risen by more than 3 degrees since the turn of the 20th century.

These global challenges call for local solutions. DC is a national leader in its effort to become a more sustainable city, and on April 22, 2009 (Earth Day), Mayor Fenty released the **Green DC Agenda** as the roadmap to make the District one of the world's most sustainable cities.

The **Agenda** organizes sustainability initiatives and projects into seven themes and two spotlight categories (listed below). The NSIP Pilot project is not only one of the key projects of the "Neighborhood and Community" category of the **Agenda**, but it also reinforces and supports the other aspects of the agenda and has been catalyst for residents to take action on sustainability. The agenda encourages active citizen participation and focuses on seven key themes:

- / Homes
- / Schools
- / Neighborhoods and Community
- / Parks and Natural Areas
- / Transit and Mobility
- / Business, Jobs and Economic Development
- / City and Government Operations
- / Spotlight: Climate
- / Spotlight: Anacostia

CITIZENS MAKING A DIFFERENCE / Water

Toilets are by far the main source of water use in the home, accounting for nearly 30 percent of residential indoor water consumption.

What if one household retrofitted its bathrooms with highefficiency toilets and showerheads? What if one person in every household in the District of Columbia retrofitted its bathrooms with high-efficiency toilets and showerheads?

*Calculations based on 2009 WASA data.



Building on the Green DC Agenda, the District is also slated to release its Climate Action Plan in summer 2010, The plan will identify opportunities to measurably reduce greenhouse gas emissions, as well as activities that reduce the District's vulnerability to climate impacts.

"Neighborhoods are tangible, powerful units for change" The **Agenda** recognizes that neighborhoods are tangible, powerful units for change, and NSIP provides the opportunity for the communities within the Pilot Project area to define their sustainability vision and to demonstrate their commitment to progressive action while furthering city-wide goals. NSIP will enable these communities to demonstrate the success of their ideas and inspire others to take action. By replicating the NSIP process in other parts of the District, other communities can take a proactive approach toward their own sustainability vision.



CITIZENS MAKING A DIFFERENCE / Transportation

An average car generates around 11,000 lbs of CO_2 per year – or the carbon sequestered from 1.2 acres of pine forests.

What if one person per household stopped driving a car one day per week? What if one person in every household in the District of Columbia stopped driving a car one day per week?

*Calculations based on average EMFAC data.





Indicators as a status check.



Indicators showing trends

Why Indicators?

What are Indicators?

The NSIP process includes indicators because they are the most direct and objective way to communicate back to residents and stakeholders about their progress. An indicator is quantitative or qualitative information about the current status or direction of a change in a system, and indicators serve to guide and measure our progress towards established goals. They also summarize complex information of value to the observer. In other words, indicators allow the community to track progress toward reaching its goals over time.

Most often a single indicator is part of a larger series of indicators. Groups of indicators together are required to correctly interpret whether progress towards a goal is truly being made, and "sustainability indicators" are indicators supporting a sustainability vision and corresponding goals.

What are Actionable Indicators?

Indicators themselves do not replace actions, but they can become the catalysts that stimulate action in a community. Action-oriented indicators help build credibility and can also provide accountability for community leaders. Actionable indicators reveal progress, gaps or level of interest in a topic and can spur action to enhance, mitigate or sustain trends. They can be organized in three categories:

Performance: Quantifies how much of the environment is improved/affected by actions (Example: Number of New Trees planted in neighborhood)

Participatory: Quantifies who and how many people are involved in sustainability actions (Example: % of Residents who participated in Neighborhood Tree Planting Drives)

Advocacy: Quantifies how many support a particular sustainability policy and or action. (Example: % of Residents who support Casey Trees expanding their Tree Program within the Pilot Project area)

Performance and participatory indicators are preferred as they most directly affect sustainability, but they depend on public participation in actions to be effective. Advocacy indicators typically rely on sustainability actions to be carried out by outside organizations/ agencies and are therefore less connected to direct citizen actions.

CITIZENS MAKING A DIFFERENCE

If every DC household contributed to the sustainability actions described on the previous three pages...

If all DC households made these 3 choices:





carbon footprint by 4%.



DC residents would save **3.4 billion** gallons of water That equals the amount of water in



swimming pools



that can be reinvested in the local economy. So, go ahead buy yourself something nice. You earned it.

Why the Pilot Project in ANC 3F?



NSIP Site Map: the boundaries of the Pilot Project coincide with those on ANC 3F

The boundaries of the Pilot Project study area follow those of DC's Advisory Neighborhood Commission (ANC) 3F and include the neighborhoods of North Cleveland Park, Tenley-town, and Forest Hills. Several factors contributed to the Pilot Project area's selection as the site for the pilot study:

- / Citizen groups and neighborhood associations in the community are established and active.
- / The community has demonstrated a commitment to sustainability in past plans.
- / The variety of land uses and tenant groups (single-family residential, multi-family residential, embassies, institutions, businesses, etc.) within the Pilot Project area represent a good sample of the groups and uses that exist in DC as a whole.
- / Environmental features in the community (3 creeks and heavily forested park land) represent an opportunity to test effectiveness of actions on several preservation fronts (river cleaning, forest stewardship etc.)



Soapstone Creek is one of the study area's unique natural features

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Existing Conditions

2009 Community Facts:

- / Total Area: 1,350 acres
- / Resident Population: 15,815
- / Jobs: 5,700
- / Day Student Population: 5,000
- / Households: 9,247
- / Average Residential Density: 25 DU/ac*
 Forest Hills: 2.2 DU/ac
 N. Cleveland Park: 4.8 DU/ac

*DU/ac = dwelling units per acre

/ Built Structures: 3,033 Residential Single Family: 2,703 (68%) Residential Multi-Family: 66 (2%) Non-Residential : 894 (30%)

/ Total Built Floor Space: 18+ M sqft Non-Residential : 8M sqft (45%)

/ 54% of Buildings are older than 50 years

/ 36% are between 25-50 years old

- / Average Home Lot Sizes Forest Hills: 0.25 acre N. Cleveland Park : 0.12 acre
- / 51 miles of Streets and Roadways

/ 64% households rent their home

/ 61% households are single person households

/ 65% of study area is under Tree Canopy

/ 80% of residents are within a 10 min. walk to Metro

The study area is a stable, well established community with a diversity of residential and non-residential uses that are well connected to the rest of the city. It is comprised of approximately 1,350 acres located between Nebraska Avenue NW on the west and Rock Creek Park on the east, and between Broad Branch Road on the north and Rodman Street on the south. The area includes neighborhoods of North Cleveland Park and Forest Hills, and segments of Tenleytown and the Connecticut Avenue corridor, as well as a significant portion of Rock Creek Park.

The Pilot Project evaluated and highlighted the unique characteristics of ANC3F through a 'Community Notebook' (see appendix 1) that included a SWOT (Strengths, Weaknesses, Threats and Opportunities) analysis. The SWOT was developed with public input at the November Visioning Workshop. The results are summarized as follows:

Strengths

- / Proximity to Rock Creek Park
- / Good access to regional jobs, services, and amenities in Downtown DC and Montgomery County, MD
- / Strong housing and real estate market stable community
- / Concentration of schools and Universities
- / Cultural resources (RCP Nature Center, Hillwood Museum)
- / Good solar orientation
- / Strong transit connections
- / Variety of housing types (Single Family, Condos and Apartments)

Weaknesses

- / Lack of public / community spaces for neighborhood engagement
- / Little common ground for distinct sub-neighborhoods
- / UDC underutilized by immediate neighborhood and less engaged in / by community
- / Older homes, large lots, less energy efficient
- / Lack of connection (physical) to Rock Creek Park and other adjacent amenities
- / Lack of neighborhood parks and public indoor recreation facilities
- / Lack of affordable housing
- / High percentage of renter occupied units
- / Connecticut Avenue creates a barrier between neighborhoods to the east and west

Opportunities

- / UDC and other education institutions in the area have a key role to play with sustainability related curriculum, research and student involvement
- / Create more opportunities for neighborhood integration within the Connecticut Avenue corridor
- / Greatly improve efficiency in terms of energy and water
- / Generate solar and renewable energy
- / Promote compost and bio-mass energy, etc.
- / Opportunity for new areas to be planted to increase tree-cover
- / Opportunity to work with local Embassies on sustainability goals

Challenges (Threats)

- / Traffic congestion on Connecticut Avenue creates a barrier for pedestrians and cyclists
- / Older building stock is less energy efficient and requires considerable investment to improve
- / Watersheds are sensitive and could deteriorate without improvements
- / Local "mom and pop" stores are affected by economy and rising rents
- / Climate change may effect tree species and large tree canopy coverage

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4 Planning Process

The NSIP Pilot process was successful thanks to a high degree of community involvement and to the commitment of a strong core group of community advocates and residents. Some of the key features of the process have been the creation of a Technical Advisory Committee (TAC) primarily comprised of Pilot Area residents, four interactive public workshops, several workgroup meetings, and a robust outreach strategy to ensure active participation.



Green Your Home Expo

The "Green Your Home Expo" at the University of the District of Columbia (UDC) officially kicked-off the public NSIP process. The Expo featured more than 30 green vendors, a farmers market, live jazz music, activities for children, remarks by public officials, and two panel discussions on sustainability and climate change. The Expo was attended by more than 200 people.

Visioning Workshop

The Visioning Workshop was held at UDC and introduced the NSIP process to community, including a review of sustainability basics. Residents reviewed existing conditions summaries of ANC3F and prioritized areas of concern, and through an interactive participation process, community members developed a shared vision of sustainability and initial goals to achieve that vision.

Goals / Actions Workshop

The Goals / Actions Workshop, held at the Capital Memorial Church, briefly reviewed the vision developed during the previous meeting and provided an overview of the Technical Advisory Committee and website functions. After the recap, the meeting focused primarily on identifying community actions that support the neighborhood's sustainability goals. Residents generated the majority of the actions through a series of small group brainstorming sessions. Following those sessions, residents reviewed all suggested actions and voted on priority actions.

Actions / Indicators Workshop

The Actions / Indicators Workshop focused on identifying sustainability indicators for the top actions identified during the previous meeting. Additionally, an online voting exercise collected additional input from residents unable to attend the Goals / Actions workshop. Residents reviewed indicator details for the top ten actions within each sustainability category.

Implementation Kick-off Meeting

The final meeting served as a kick-off to project implementation and an introduction of workgroups. Residents reviewed sections from the draft report, focusing on the community sustainability notebook and final indicators, implementation, and monitoring strategies. The final action list was presented and confirmed, and citizen representatives from each workgroup presented a progress report of the workgroup's initial findings. Citizens were also given the opportunity to provide additional feedback for inclusion in the final report.

Roles of TAC

- / Coordinate and approve the Annual Progress Report
- / Coordinate and Prioritize sustainability activities with the community
- / Provide a reliable conduit between community and City Agencies with respect to their concerns and issues regarding sustainability
- / Provide direction and guidance to various NSIP Pilot Workgroups
- / Be a resource for anyone interested in sustainability efforts within ANC3F

Technical Advisory Committee (TAC) & Workgroups

The Technical Advisory Committee (TAC) is comprised of neighborhood residents, representatives of the Office of Planning and District Department of the Environment, Chairs of NSIP Pilot Workgroups and representatives of stakeholder non-profits and grass-root community groups. The TAC was instrumental in the creation of the NSIP Process, and this report and will be the main body coordinating the creation of the future NSIP progress reports.



LESSONS LEARNED

The Pilot Project process revealed a number of important lessons that can benefit individuals and groups seeking to replicate a similar NSIP process in their community. The points referenced here should be adapted to specific community interests, resources and demographics.

The NSIP process is intended to be a flexible, participatory, creative and fun process. For more information on how to replicate the NSIP process, visit the project website: **www.sustainable-dc.com** Make Sure to Gauge and Assess Community Interest Realistically

Gather Information and Recruit Project Leaders Early in the Process

Conduct an Open and Interactive Public Process

Create a Robust Sustainability Framework for Implementation & Monitoring

Create an Easy to Use Template for an Annual Progress Report

Sustainability Vision / Goals

The community identified the main components of their vision for sustainability at the Visioning Workshop conducted early in the NSIP Process. That vision was translated into specific goals on which the community will focus and that also contribute to the city's sustainability priorities at large.

Energy Efficiency

The community identified energy efficiency as a priority during the Visioning Workshop as well as through their comment submissions that followed the meeting. Since the community has a large share of older less-efficient buildings, energy usage is a weakness that can be transformed into an exemplary opportunity for improvement.

Renewable Energy

Residents advocated to increase local production of renewable energy as a method to reduce environmental pollution. This goal can be attained individually as homeowners and businesses invest in solar systems and other technologies, or it can be achieved as a community by initiating funding mechanisms or starting coops to offset investment costs.

Environmental Management

The importance of improving the environmental management of multi-family dwellings cannot be overstated. With the majority of people in the study area living in multi-family buildings, and with many including 200 units or more, these should be a prime target of NSIP's efforts to lower the neighborhood's carbon footprint.

Mobility

Several local residents expressed interest in improving mobility options within the study area, specifically for biking, pedestrian safety, buses, and Metro transit. There are several existing conditions that impede access to the broad range of mobility options that the community desires, especially for bicycle users in the Pilot Project Area. Community support for a new lightrail or Bus Rapid Transit (BRT) serving the community and for new development that supports walking, biking, shopping and working locally has been very high.

Water Conservation

Public input identified that water conservation is also an important goal to the community. This complements the SWOT analysis presented in the Visioning Workshop to show that there is great potential for reducing water demand in the neighborhood.

Water Quality

With four local sub-watersheds draining to the area, the Pilot Project area can initiate improvements that minimize contamination and pollution of the water quality in its streams, which lead to Rock Creek and contribute to the greater Chesapeake Bay watershed.

Tree Cover

The SWOT analysis revealed that the neighborhoods in the study area (excluding Rock Creek Park) have opportunities to increase tree cover by an additional 15% (as reported by Casey Trees). Ideas such as Green Alleys were endorsed during the workshop to promote additional street trees.

Green Business

The community is interested in both promoting businesses that offer green services like appliance repair as well as businesses that have green operations like restaurants that recycle their waste. The community can help by maintaining and promoting green business lists and creating awards and recognitions to businesses that lead the way.

Social Capital

Residents emphasized the need to spread awareness, recognize local sustainability champions, and share their success stories. Creating and expanding its green social capital will help the Pilot Project area foster social cohesion and ultimately implement successful sustainability programs.

















NSIP Pilot Project Goals

Energy

- / Increase Energy Conservation
- / Increase Production of Renewable Energy
- / Increase Environmental Management of Multifamily Dwellings

Mobility

/ Increase Use of Greener Modes of Transportation

Environment

- / Increase Water Conservation
- / Improve Water Quality in Neighborhood Streams
- / Restore, Enhance and Protect Tree Canopy

Economy

/ Increase the Number and Quality of Local Green Businesses

Social Capital

/ Expand the Community's "Green Social Capital"



Community members reviewing boards before voting on goals.

6 Action / Indicators

Category Key

- / Ec Green Economy
- / Ev Green Environment
- / Ey Green Energy
- / Mb Green Mobility
- / Sc Green Social Capital

Residents and neighborhood stakeholders played a vital role in identifying actions that support their vision for sustainability in the Pilot area and in choosing indicators that measure the progress of those sustainability actions. The January public meeting was focused on generating ideas for neighborhood actions that directly support the neighborhoods' sustainability vision. Residents broke into small groups and worked together to suggest actions that represented their personal interests as well as their vision for sustainability at a neighborhood scale.

Following the action brainstorming sessions, residents voted on their top five actions across all the sustainability categories, and those that were unable to attend the meeting were given the opportunity to vote online through the project website's voting platform. In total, more than 70 neighborhood residents and stakeholders voted on sustainability actions.

Residents Non-Residents



Ey:Create energy audit/weatherization drives in the community Ec:Create a condo/business/embassy green rating system Ey:Create energy coop to buy/install solar panels at cheaper rates Ev:Create a no chemical pesticide/herbicide/fertilizers campaign Ev:Install rain gardens and other LID techniques to reduce/filter stormwater runoff Ey:Install green or cool roofs & identify potential Ec:Establish a Saturday "Swap" freecycle - temporary urbanism (store fronts) Sc:Showcase/share best practices Sc:Educate/engage community through Green Journal/Newsletter/Website Ey:Leverage geothermal power with home systems (ground source heat pump) Sc:Create new and improve existing community gardens Ey:Install solar panels on rooftops Ev:Re-use of greywater and/or rainwater harvesting for landscape irrigation Ev:Work with Casey Trees to organize a Community Tree Planting (CTP) Sc:Form cooperatives for composting, solar heating, organic gardening, etc. Ev:Fill empty street tree spaces with trees Ec:Create list/directory of local green businesses Ec:Encourage schools to green operations & add sustainability curriculum Sc:Interactive sustainability map to include farmers markets, compost piles, etc. Ev:Protect existing trees and maintain them Ey:Install building control systems Ey:Encourage local institutions/residents to turn off non-essential lights Mb:Start a slug line in the neighborhood Ev:Create cleanup committee to clean up streets Ev:Volunteer in taking water quality readings for monitoring Ev:Participate in stream restoration/river cleanups drives Ec:Create community award/recognition program for local green businesses

Indicator Recap

/ Performance: Quantifies how much of the environment is improved/ affected by actions (Example: Number of New Trees planted in neighborhood)

/ Participatory: Quantifies who and how many people are involved in sustainability actions (Example: % of Residents who participated in Neighborhood Tree Planting Drives)

/ Advocacy: Quantifies how many support a particular sustainability policy and or action. (Example: % of Residents who support Casey Trees expanding their Tree Program within the Pilot Project area) The resulting votes were analyzed to identify redundant and miscategorized actions. This voting analysis helped to identify neighborhood priorities by considering votes for strongly similar actions together as a set to identify trends that might have otherwise been overlooked. Additionally, some of the suggested actions from the January meeting focused on neighborhood advocacy rather than action. For the purposes of supporting and defining sustainability indicators, only the participatory and performance actions were included in the final action list.

In March, residents and stakeholders gathered again to review the sustainability actions that received the most votes. Attendees were presented with a brief recap on the basic principles of sustainability indicators, and then they broke into four small groups to formulate indicators that corresponded with the final actions for their respective groups (e.g. Green Energy, Green Environment). Citizen representatives from each group then presented their ideas back to the whole audience, and meeting attendees signed up for NSIP workgroups that would begin meeting independently to develop work plans for their respective groups. Residents also identified targets to guide their selection of sustainability indicators. Many of the targets overlap with the sustainability goals of the Green DC Agenda or of the District at large. Others were chosen specifically for the Pilot Project study area.



A citizen representative from the Green Environment workgroup presents the group's ideas to the audience

7 Pilot Project Sustainability Goals

The following pages outline the final Sustainability Goals for the neighborhood, indicators, targets, and both community and individual actions that support each goal.

Green Energy



Goal 1: Increase Energy Conservation

Primary Indicators	Targets	Community Actions	Individual Actions
Total residential energy use	2020 Community Target	/Create energy audit and weatherization drives in the	/Participate in energy audit and weatherization drive
2009 Baseline (Zip 20008)	baseline on annual rate of 2%	community /Organize "Energy Diet" programs / challenges	/Use EnergyStar appliances /Convert to using CFL or LED lights
548.4 Gigawatt-hours/year		Promote a "Lights-Off!" initiative to encourage local institutions /	Consistently follow a practice to turn off non-essential lights
7,281,410 Therms/year		residents to turn off non-essential lights	/ Enroll in 'Energy Diet' / conservation programs
2009 Baseline (Zip 20008) Non-Residential 255.9 Gigawatt-hours/year		/Conduct energy efficiency drives promoting EnergyStar appliances, CFLs, etc.	/Install a green or cool roof
13,175,528 Therms/year		/Conduct green roof and cool roof drives for local businesses and institutions	



Goal 2: Increase Production of Renewable Energy

Primary Indicators	Targets	Community Actions	Individual Actions
Total kWh / year of renewable energy produced in NSIP Area: 2010 Baseline (ANC 3F) Residential: 29 kW installed capacity (5 PV installations) Commercial: 0 kW installed capacity Government: 36.6 kW installed capacity at Wilson Pool Institutional: 2 kW (PV) and 400W (wind) installed capacity at UDC	2020 Community Target Achieve 20% energy from renewable sources by 2020	 /Create energy co-ops to buy / install renewable energy solutions in the neighborhood residences and businesses /Organize a "Renewable Energy Sign-Up" drive /Organize and host neighborhood workshops about renewable energy products 	 / Participate in energy co-op to install solar panels / other renewable energy sources / Install solar hot water / energy through non-co-op / Sign up to receive / increase renewable energy through clean energy supplier / Participate in neighborhood renewable energy workshops / education opportunities

KEY TERMS

- / Socially-relevant NSIP activities NSIP activities that increase community bonds, build knowledge, and / or contribute to personal well-being.
- / **RiverSmart Homes** DC Department of the Environment program that offers incentives to homeowners who are interested in reducing stormwater runoff from their properties.
- / Energy Diet reducing daily activities such as driving, heating, and the consumption of products and services that contribute to energy emissions.
- / Energy Audit an inspection, survey and analysis of energy flows for energy conservation in a building, process or system in order to evaluate the need and practicality for energy efficiency retrofits.



Goal 3: Increase Environmental Management of Buildings

Primary Indicators	Targets	Community Actions	Individual Actions
Number of buildings that have implemented an Environmental Management Plan and / or adopted a Green Scorecards System Percent of buildings with the highest rating on the Green Scorecard 2010 Baseline (ANC 3F) 0 EMP programs 0% building that exceed minimum Green Scorecard requirements	2011 Community Target Initiate the EMP program in 2010 and recommend two buildings to pilot the EMP program in 2011 100% of participating buildings should exceed minimum Green Scorecard requirements (requirements to be defined by working group)	 /Create a condo / business green rating system /Create an Environmental Management Plan (EMP) for multifamily dwellings, rentals, churches and other institutional anchors /Organize drive to promote local institutions / businesses / condos to adopt an Environmental Management Plan (EMP) that encourages green operations 	/Participate in an Environmental Management Plan (EMP)

Green Environment

Goal 4: Increase Water Conservation

Primary Indicators	Targets	Community Actions	Individual Actions
Total residential potable water usage Baseline Consumption (ANC 3F) 9.047 CCF per month	2020 Community Target 30% consumption reduction from the 2010 baseline	 /Launch "Stop-the-Drip" campaign to educate residents to repair leaky / wasteful faucets. /Launch "Green Gardeners" program to educate / assist local residents, business owners, and institutions on the fundamentals of green gardening practices and LID /Create a rainwater harvesting / greywater reuse initiative to promote reduced potable water use for irrigation 	/ Install a water reuse system (rain- barrel / greywater reuse etc.) in home / business / Reduce turf and increase native plants in garden / lot / Participate in the 'Stop-Drip' campaign / Participate in 'Green Gardeners' program



Goal 5: Increase Water Quality in Neighborhood Streams

Primary Indicators	Targets	Community Actions	Individual Actions
Number of RiverSmart homes in the NSIP Pilot Area	2020 Community Targets Double the number of	/Create a rain garden / LID resource group that promotes and assists	/Practice organic gardening (with no fertilizers and pesticides)
Annual load of fecal coliform Annual load of lead	RiverSmart homes in the study area compared to the 2010 baseline	residents / institutions with information / installations	/Install a rain garden / other Low Impact Development measure
Annual load of BOD Annual load of phosphorus	25% reduction in annual fecal coliform loads on annual rate	/Create a "No-Chemicals!" campaign to reduce chemical	/Reduce pervious surfaces to lower stormwater runoff from property
2010 Baseline (ANC 3F)	of 2.5%	pesticides / herbicides / fertilizer use	/Control pet waste
38 RiverSmart homes	36% reduction in annual lead loads on annual rate of 2.8%	/Launch initiative to advocate for water quality and LID issues at	/Dechlorinate swimming pool
Baseline Avg. Annual Load 4.76E_07 MPN/100ml of fecal coliform	25% reduction in annual TSS loads on annual rate of 2.5%	local public / design review meetings / Facilitate green landscaping	Alsonarge Reduce debris and trash
10.8E+03 mg/L of lead 21,400 mg/L of TSS	25% reduction in annual BOD loads on annual rate of 2.5%	workshops for local landscape firms (SARE Coordination)	
280 mg/L of phosphorus	25% reduction in annual phosphorus loads on annual rate of 2.5%		

Goal 6: Restore, Enhance, and Protect Tree Canopy

Primary Indicators	Targets	Community Actions	Individual Actions
Percent of land area under tree canopy Carbon sequestered by trees in the community	Community Target Maintain existing canopy cover	 /Organize community tree planting drives (CPTs) with Casey Trees /Institute 'Adobt-a-Tree' campaign to promote care and protection of trees 	/Participate in a community tree planting activity/'Adopt-a-Tree'/Plant new trees on my property
2010 Baseline (ANC 3F) 65% tree canopy cover 39% tree canopy cover (excluding Rock Creek Park) 4,400 MT CO ₂ e / year sequestered		Protect existing trees during the construction process	

Mobility

Goal 7: Increase Use of Greener Modes of Transportation

Primary Indicators	Targets	Community Actions	Individual Actions
Percent change in averade week-day entries in May at Van Ness-UDC and Tenleytown-AU Metros Percent change in average mon- thy Capital Bikeshare ridership 2010 Baseline Van Ness-UDC, 7,154 average week-day entries in May Tenleytown-AU, 7,091 average week-day entires in May UDC, 422 bikeshare trips in October* Tenleytown, 224 bikeshare trips in October*	2011 Community Target 5% increase in WMATA and Capital Bikeshare ridership from 2010 baseline	 / Establish a committee that will review and explore shared shuttle programs with local institutions / From a group that tracks gaps and improvements on local side walks / bikeways and trails / Establish a Facebook page to facilitate car pooling / Conduct aggressive neighborhood promotions for "Bike to Work Day" and other alternate transportation options / Organize and support CAPA and other grassroot community efforts to improve pedestrian safety in the community 	 /Use a shared shuttle for daily / occasional commuting /Request local business to install bike racks /Use alternate means of transportation at least once a week /Become a member of a car pool network /Support development initiatives encouraging walking, biking, shopping and working locally /Advocate for Bus Rapid Transit (BRT) and Streetcars

October ridership only due to data availab

Green Economics

Goal 8: Increase the Number and Quality of Local Green Businesses

Primary Indicators	Targets	Community Actions	Individual Actions
Number of certified green businesses	2011 Community Target Initiate Green Business	Create a list / directory of local green businesses	Ask local markets to carry local / organic / fair trade food items
2010 Baseline 0 locally certified businesses	Program in 2010 and recommended 2011 certification target of 10	/Create a community award / recognition program for local green businesses	/Support and shop at locally recognized green businesses /Obtain a local green business certificate

Green Social Capital

Goal 9: Expand the Community's 'Green Social Capital'

Primary Indicators	Targets	Community Actions	Individual Actions
Number of participants in NSIP Pilot activities Number of NSIP Pilot activities conducted 2010 Attendance/ participation Total 700 participants* 400 during the 2009 and 2010 Expos 200 during 4 workshops 100 at the workgroup and TAC meetings 2010 Meetings/Activities Total 27 Meetings* 2 Expos, 4 Workshops, 3 TAC Meetings 18 Workgroup Meetings * as of October 2010 ** attendance can be double counted and is estimated	2011 Community Target 100 Participants in workgroup- led activities 20 Workgroup-led meetings	 /Establish a Saturday Swap "Freecycle" facility using temporary urbanism opportunities /Create a resource that summarizes existing and promotes new sustainability curriculum / education opportunities available in neighborhood /Create new and improve existing community gardens /Educate / engage community through green journal / newspaper / website /Organize seminars showcasing community sustainability efforts and best practices /Create and interactive sustainability map to include farmers markets, compost piles etc. 	 /Participate in neighborhood 'freecycle' program /Actively participate in the neighborhood community garden program /Subscribe to the NSIP newsletter, follow the Facebook page and keep up with the sustainability news /Become a member of a co-op

8

Implementing and Managing Sustainability Efforts

NSIP proposes 3 critical steps to create successful and lasting efforts in neighborhood sustainability. These are:

1 / Create a Robust Sustainability Framework for Action:

Green Goals & Actions:

The community, using a participatory and interactive process set a vision for sustainability for itself, and then collectively defined specific goals, targets, priority actions and indicators that it plans to implement and track progress for. This provides the road map towards enhanced sustainability for the community.

Green Advisors & Organizers:

The community has organized a sustainability advisory and resource group – specifically the Sustainability Technical Advisory Committee (TAC) and Sustainability Workgroups for each of the 5 sustainability areas / topics. The TAC oversees and coordinates all community activity related to sustainability and is the liaison between the City Agencies, such as the Office of Planning (OP), while the workgroups define, plan, manage and track the actual sustainability activities.

Green Associations & Informal Partnerships:

Our world is inter-connected and sustainability cannot be achieved in isolation. There are many efforts occurring outside the neighborhood and numerous experts to engage. The Pilot Project Area community has formed a framework for sustainability related associations, cooperatives and partnerships that can advise and assist in its efforts. Renewable energy co-ops, the proposed Pilot Project Green Business Association are some association ideas being explored. Partnerships with the Casey Trees Foundation, Friends of Rock Creek Environment (FORCE), the DC Project, the Alliance to Save Energy (ASE), and others are already in place and others are in the works.

Green Information Network:

The community has established a Neighborhood Sustainability information portal and channels for communication using the NSIP website, list serves, Facebook Groups and other social-media and networking sites. The information network will play a critical role in recruiting volunteers, inspiring and engaging citizens to more sustainable actions, as well as collecting feedback and information for guiding future actions and reporting progress.

Green Reporting:

In partnership with the Office of Planning, the community has created a system of reporting sustainability progress via the annual NSIP progress report and by tracking key indicators and actions. Using a template established under the NSIP process, the Office of Planning will use information provided by the TAC and the sustainability workgroups to compile an annual progress report for the community.

Green Recognition:

The Pilot Project Area community has proposed a system of recognition for green champions, green businesses and green buildings by the community for promoting increased participation in sustainability. The recognition could include news story coverage, awards and public acknowledgement of the efforts by city/community leaders.

With these elements of the sustainability framework in place, the community has established a roadmap, a system for gathering 'Sustain-ablers' (volunteers), coordinating activities, sharing information, reporting their progress and a process for recognizing/rewarding successes in sustainability. These are essential for continued success in improving sustainability in the community.

2 / Create Coordinated Sustainability Work Plans for all major goals and actions.

The Technical Advisory Group (TAC) is organized into 5 workgroups dealing with each major sustainability topic and the 9 goals that have been selected by the community. Each workgroup is tasked to create a comprehensive work plan for the major activities they have proposed. The major responsibilities for each workgroup include:

- / Select a Chair / Coordinator for the workgroup who is a de-facto member of the TAC.
- / Select core members and set a regular meeting schedule
- / Review and select a final list of actions that the workgroup is responsible for
- / Prepare Workplans for each action with the following elements:
 - / Timeline (When to do)
 - / Resources Needed
 - / Work assignments
 - / What to do?
 - / How to do? (Instructions on activity)
 - / Who to invite/target
 - / How many? (fliers, volunteers etc.)
- / Recruit Volunteers
- / Coordinate and perform the actions!
- / Record and report participation and other measurable results from the activity



The members of the Green Energy workgroup meet to discuss the Green Energy workplan at a resident's home

3 / Inspire and Recruit Sustain-ablers (Volunteers)

The neighborhood sustainability goals will only be achieved by the collective actions from members of the community. These 'Sustain-ablers' include individual citizens, but also businesses, and institutions such as schools and embassies, condo and apartment associations that can take specific and impactful actions towards sustainability. The various roles that these 'sustain-ablers' can play include:

- / Participate: Participate in Sustainability Actions/Drives/Initiatives (Sign-up with a workgroup!) Spread awareness and information about NSIP initiatives
- / Report: Report on your sustainability activities and data for your home/business via neighborhood sustainability surveys
- / **Improve:** Improve your home, yard, business (or lifestyle) with more sustainable measures and contribute towards the overall community goals
- / Share: Communicate success stories or challenges in implementing sustainability
- / **Donate:** Consider contributions towards neighborhood sustainability drives and activities
- / Learn: Stay informed about local and global sustainability issues and activities via various channels including the NSIP website



Neighborhood residents attending the Green Expo in September 2009

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A1 Appendix 1 / **Community Notebook**

Demographics

Pilot Area Statistics

Population: 15,815 Jobs: 5,700 Student: 5,000*

Households: 9,247 Family Households: 28% Single Households: 61% Avg. Family Household Size = 5Avg. Pilot Project area Household Size = 1.6

36% Households own their home 64% Households rent

- / Relatively high proportion of single occupancy homes easier to make more sustainable lifestyle choices.
- / High percentage of rental homes make it harder for making changes in home efficiency.
- / Presence of student population (although transient) offers additional potential for sustainable actions.

*Source: 2006, Caliper Corporation

Population by Race



Population by Age



Gender Ratio = 0.79



Land Use

/ Distinct Neighborhoods and Precincts, yet a mix of uses overall.

/ Higher Densities limited to transit nodes Connecticut Avenue corridor.



Source: OP DC GIS





Average Residential Density: 25 DU/ac North Cleveland Park: 4.8 DU/ac Forest Hills: 2.2 DU/ac

Built Environment

- / Majority of buildings have good North-South orientation good for solar.
- / Older buildings pose energy efficiency challenges unless audited and weatherized.



Source: OP DC GIS

Total Built Structures: 3,033 Acres



Total Built Floor Space: 18+ million square feet Non-Residential: 8 million square feet (45%)

54% of buildings are older than 50 years 36% are between 25-50 years old

Average Home Lot Sizes Forest Hills: 0.25 acre North Cleveland Park: 0.12 acre

51 miles of Streets and Roadways

Transportation & Mobility

- Neighborhood has a high accessibility to multiple modes of mobility.
- / Quality of trails and bike lanes could be improved.



Source: OP DC GIS

High Accessibility

30% of residents are within a 10 minute walk to Metro 88% of residents are within a 10 minute (1/4th mile) of public transit 40% residents are within 1/4th mile to an off-street park trail All residents are within 1/4th mile to a signed bike lane

Walkability

- / Community is generally "very walkable" although not the most walkable neighborhoods of DC.
- / Areas of Forest Hills lack sidewalks which is a problem







Tree Cover

- / Dense tree cover in Rock Creek Park improves the tree canopy for the area.
- / Non-National Park Service areas also have adequate treecover close to the 40% target for the city.



Source: OP DC GIS

Green Canopy

65% of area under tree canopy 39% of area under tree canopy excluding Rock Creek Park Estimated around 160,000 trees within the study area Tree canopy in area sequesters approximately 4,400 MT CO₂e per year

Park & Recreation Access

/ Public parks with more neighborhood level recreation and facilities are needed.



Neighborhood Parks

While 37% of land area is designated public park, less than 2% is designated neighborhood park.

There are three on-street signed bike routes and two off-street trail connections to Rock Creek Park.

Water Resources

 / Sub-watershed outfalls should be monitored for water quality status

 Potential UDC collaboration



4 Sub-watersheds

Rock Creek Broad Branch Creek Soapstone Creek Melville Creek

Total Wastewater Discharged*: 260 million gallons/year Total Stormwater Discharged*: 823 million gallons/year

*estimated

Impervious Area

- / Large-lot residential areas contribute to lower imperviousness but need to manage their fertilizer use and landscape irrigation to minimize impact to stream water quality
- / High activity and hardscaped core area around Van-Ness UDC Metro needs adequate BMPs* before drainage into Soapstone Creek

*BMP = Best Management Practices for water pollution



Impervious Area: 29%

Access to Amenities

/ As population grows, there will be increased need for converting passive park areas to more active uses



Recreational Amenities

Citywide analysis of parks and open spaces as part of the CapitalSpace Initiative showed the study area as deficient in recreational amenities.

Green DC Map

/ Map Features

- 🕭 🛛 Farmers' Market
- Environmental Excellence Award Winners
- 🤶 🛛 Solar Energy Sites
- Green Buildings
- ENERGY STAR Buildings
- 🗯 🛛 Green Roof
- 🔒 Geothermal Sites
- 🗠 Wind Energy Sites
- 5 Bike Share Locations
- Car Share Locations
- M Metro Stops
- Special Trees
- Tree Planting Sites
- Public Recycling Sites
- Special Gardens
- Aquatic Habitats
- Sird & Wildlife Watching
- Community Gardens
- Eco-Action Sites
- Composting Demonstration Sites
- River Smart Projects
- Mildlife Centers & Zoos
- Schoolyard Conservation Sites
- Ecological Restoration Sites
- 😅 Wetlands
- Boating Sites
- 🐔 🛛 Good Walks
- Canoeing & Kayaking
- Scenic Views
- Green Cultural Sites
- Parks and Recreation Centers
- A Environmental Art Sites
- Eco-Information Sites
- Green ARRA Sites
- Bicycle Lane
- Trails



The Green DC Map is maintained by the District government and highlights environmental points of interest throughout the nation's capital. The map is frequently updated to include new information provided by residents in an effort to reflect continuous improvements. As of June 2010, the Green DC Map of the Pilot Project area highlights the 36kWh provided by the solar panels at the Wilson Pool Complex, two farmers markets, local green roofs, the Hillwood Museum and gardens, and more. To learn more about Green DC Map and how to use it, visit http://green.dc.gov

Indicator Data Sources



The map to the right depicts the boundary lines for ANC 3F (yellow) and Zip code 20008 (grey). Due to the standard practice of various agencies that reported baseline energy data, some indicators are measured against an ANC 3F baseline while others are measured against the baseline for Zip code 20008.

A2 Appendix 2 / Top Votes

Top Votes on Major Actions

Action	Total Votes	Resident Votes
Green Energy		
Create energy audit/weatherization drives in the community	18	16
Install building control systems	3	3
Install green or cool roofs & identify potential	9	3
Encourage local institutions/residents to turn off non-essential lights	3	3
Create energy coop to buy/install solar panels at cheaper rates	14	13
Leverage geothermal power with home systems (ground source heat pump)	7	7
Install solar panels on rooftops	6	4
Create clean energy investment revolving fund	2	1
Mobility		
Start a slug line in the neighborhood	3	3
Form a group that will track improvements of sidewalks	2	2
Use the Metro for daily commuting (and upgrade metro)	2	1
Green Environment Re-use of greywater and/or rainwater harvesting for landscape irrigation	6	5
Create a no chemical pesticide/herbicide/fertilizers campaign in the community & provide information about organic substitutes	14	12
Install rain gardens and other LID techniques to reduce/filter stormwater runoff	Sum o	f below
Use infiltration planters along district streets to filter stormwater runoff	5	5
Create rain gardens in home and business lots	4	4
Install rain gardens fed by gutter and sidewalk runoff stormwater runoff	3	2
Reduce overall impermeable paved surfaces in your lot	1	1
Create cleanup committee to clean up streets	3	2
Volunteer in taking water quality readings for monitoring	3	1
Participate in stream restoration/river cleanups drives	3	2
Work with Casey Trees to organize a Community Tree Planting (CTP)	6	3
Protect existing trees and maintain them (particularly work with PEPCO/UFA)	4	3
Work with Casey Trees to do an open space survey	2	1
Work with Casey Trees to develop a neighborhood tree report card	2	1
Plant trees with DDOE/River Smart Home tree applications	2	2
Fill empty street tree spaces with trees	5	5

"The community has demonstrated a commitment to sustainability...."

Action	Total	Resident
	Votes	Votes

Green Economics

Establish a Saturday "Swap" freecycle - temporary urbanism (store fronts)	8	2
Create list/directory of local green businesses	5	3
Create community award/recognition program for local green businesses	3	1
Create a condo/business/embassy green rating system	Sum o	f below
Create green energy index for apartment buildings	8	7
Create a condo/business/embassy score card (green rating systems)	6	4
Recognize existing sustainable residential properties, perhaps through a tiered system	1	1
Encourage schools to green operations & add sustainability curriculum	5	3
Create a retail advisory board	2	2
Sign-up for/encourage/expand existing Community Supported Agriculture	2	2
Encourage more local restaurants to provide local food option on their menu	2	2
Create a condo/business/embassy green rating system	15	12

Green Social Capital

Showcase/share best practices	Sum of below	
Encourage embassies to highlight green initiatives in their country	2	2
Share best practices/lessons learned	1	1
Participate in sustainability themed meetings/discussions with invited experts	2	1
Showcase examples of successful water conservation	1	0
Showcase local green leaders by organizing tours of local green buildings	2	1
Create new and improve existing community gardens	7	7
Form cooperatives for composting, solar heating, organic gardening, etc.	6	5
Interactive sustainability map to include farmers markets, compost piles, etc.	5	4
Educate/engage community through Green Journal/Newsletter/Website	Sum of below	
Create community Green Journal or Newsletter	2	2
Provide information on local financing for individual and community projects	3	3
Engage and educate real estate community on sustainability	1	1
Peer to Peer; spell put what information is to be disseminated	1	0
Document ideas and information in community specific blogs/websites; Create directory of non-profit "green" organizations	1	1
Create "green corner/shelf" in every library	2	2

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NSTP For more information on the NSIP process, visit the project website: www.sustainable-dc.com