



SUSTAINABILITY
TOOLS FOR
ASSESSING &
RATING COMMUNITIES

RECOMMENDATIONS REPORT 2017

Executive Summary

This recommendation report provided by the Office of Sustainability is meant as a supplement to the 2017-2021 Strategic Plan to provide measurable outcomes for the identified priorities.

All of these recommendations come directly from the STAR framework and cover all six of the sections in the strategic plan.

The STAR recommendations have been organized to correspond directly to a relevant priority from the strategic plan.

- Strategic plan priorities are highlighted in italics with the STAR recommendations listed in bullets beneath them.

STAR only awards credit for those actions being done by the government itself, not by outside organizations.

Background

The City of Winston-Salem Office of Sustainability officially completed the STAR Communities Assessment in February 2017, which resulted in a 3-STAR rating out of a potential five stars.

The next step is using those results to help set targets for future achievement.

These recommendations will present specific actions and steps to reach those targets identified in the 2017-2021 Strategic Plan recently released by the City of Winston-Salem Performance and Accountability department.



Built Environment	Climate & Energy	Economy & Jobs	Education, Arts, & Community	Equity & Empowerment	Health & Safety	Natural Systems	Innovation & Process
BE-1: Ambient Noise & Light	CE-1: Climate Adaptation	EJ-1: Business Retention & Development	EAC-1: Arts & Culture	EE-1: Civic Engagement	HS-1: Active Living	NS-1: Green Infrastructure	IP-1: Best Practices & Processes
BE-2: Community Water Systems	CE-2: Greenhouse Gas Mitigation	EJ-2: Green Market Development	EAC-2: Community Cohesion	EE-2: Civil & Human Rights	HS-2: Community Health	NS-2: Biodiversity & Invasive Species	IP-2: Exemplary Performance
BE-3: Compact & Complete Communities	CE-3: Greening the Energy Supply	EJ-3: Local Economy	EAC-3: Educational Opportunity & Attainment	EE-3: Environmental Justice	HS-3: Emergency Management & Response	NS-3: Natural Resource Protection	IP-3: Local Innovation
BE-4: Housing Affordability	CE-4: Energy Efficiency	EJ-4: Quality Jobs & Living Wages	EAC-4: Historic Preservation	EE-4: Equitable Services & Access	HS-4: Food Access & Nutrition	NS-4: Outdoor Air Quality	IP-4: Good Governance
BE-5: Infill & Redevelopment	CE-5: Water Efficiency	EJ-5: Targeted Industry Development	EAC-5: Social & Cultural Diversity	EE-5: Human Services	HS-5: Health Systems	NS-5: Water in the Environment	
BE-6: Public Parkland	CE-6: Local Government GHG & Resource Footprint	EJ-6: Workforce Readiness	EAC-6: Aging in the Community	EE-6: Poverty Prevention & Alleviation	HS-6: Hazard Mitigation	NS-6: Working Lands	
BE-7: Transportation Choices	CE-7: Waste Minimization				HS-7: Safe Communities		

Priority Recommendations

The priority recommendations are related to the fifteen objectives from STAR in which we had the most opportunity for growth. As a reminder, strategic plan priorities are highlighted in italics with the STAR recommendations listed in bullets beneath them.

Recommendations relate to these sections of the strategic plan:

- Livable Neighborhoods
 - There are a total of three priority recommendations for this section. The following is an example of one of the recommendations:
 - *Strategic Plan Objective 2*: Expand housing assistance programs
 - Adopt an action-based plan to identify priority service needs and resources to address the current and future needs of older residents.
- Healthy Environment
 - There are ten recommendations that fall under this category. Below is an example of one of the recommendations:
 - *Strategic Plan Objective 3.1*: Evaluate sustainability needs based on STAR Community Rating
 - Conduct a communitywide greenhouse gas (GHG) inventory at least every five years

Priority Recommendations, Cont.

- Quality Transportation
 - There are five relevant STAR recommendations in this section. Below is an example of one of those recommendations.
 - *Strategic Plan Objective 2: Expand Bike/Sidewalk/Greenway network*
 - Demonstrate at least a 5% increase in the past three years in the mileage of sidewalks, particularly on arterial or collector roads, that connect people with destinations.
- Service Excellence
 - There are a total of four recommendation that relate to this section. See the example below:
 - *Strategic Plan Strategy 1.1: Close feedback loop with citizens*
 - Adopt inclusive public engagement guidelines to local government agencies and departments.

Secondary Recommendations

The secondary recommendations are related to the STAR objectives that are those other than the fifteen priority objectives. They are included because they will still contribute to an increase in our overall score regardless of the objective or goal area.

Recommendations relate to these sections of the strategic plan:

- Economic Vitality and Diversity
 - There are three recommendations that relate to this section of the strategic plan. An example of one of them is below:
 - *Strategic Plan Objective 4: Enhance Skills of the Workforce*
 - Produce an annual report that tracks workforce readiness performance measures
- Safe and Secure Community
 - There are ten total recommendations related to Safe and Secure Community. See an sample from this section below.
 - *Strategic Plan Action Item 1.1.5: Provide officer training in implicit bias, community policing, and other community relations strategies.*
 - Provide training for police officers focused on implicit bias, cultural responsiveness, and non-discrimination.

Secondary Recommendations, Cont.

- Livable Neighborhoods
 - There are six total recommendations related to this topic from the strategic plan. Below is one of the recommendations you can find in the recommendation plan:
 - *Strategic Plan Objective 2:* Expand housing assistance programs.
 - Develop a comprehensive housing strategy.
- Healthy Environment
 - There are seven recommendations related to the section. See the example of one of the recommendations below.
 - *Strategic Plan Strategy 3.3:* Provide additional recycling education programming
 - AND
 - *Strategic Plan Objective 5:* Develop comprehensive solid waste management strategies.
 - Create a public education campaign or a focused outreach effort to inform residents and businesses of their roles in achieving waste reduction targets.