

Information Item

Date: 10/23/17

To: The City Manager

From: James Mitchell

Subject: Report on sustainability needs based on STAR Community rating.

Strategic Focus Area: Healthy Environment

Strategic Objective: Support Green Initiatives

Strategic Plan Action Item: Yes

Key Work Item: Yes



The Office of Sustainability has prepared this report at the request of City Council and City management. It is meant to be used as a supplement to the 2017-2021 Strategic Plan and provide measurable outcomes for the identified priorities. The suggestions are organized under the same goal areas as the strategic plan, with a section for additional secondary recommendations. There is also a short overview of the points earned in the relevant objectives before each recommendation section. We have chosen to align the STAR measures with those of the 2017 – 2021 Strategic Plan of the City due to the parallel timelines. The recertification of Winston-Salem as a STAR Community will fall in early 2021, which corresponds to the short term goals of the strategic plan.

All of these recommendations come directly from the STAR framework. They have been identified in one of two ways. The initial priorities were identified by municipal government and community stakeholders through a series of workshops held during summer 2017. These priorities come from those fifteen objectives which have the most room for improvement. The secondary recommendations come from their relevance to the outcomes, strategies, and/or action items in the strategic plan. The hope is that City Council and others will look at the suggested STAR actions as ways to achieve the already identified priorities and use them as ways to measure progress.

The recommendations have been organized with the relevant priority from the Strategic Plan in italics citing the direct measure, followed by the recommendations from STAR listed as the following bullets. The appendix cites the specific references and locations in the STAR framework for each of the recommendations.

While some of these actions may be being done by a local organization, STAR only awards credit for those actions being done by the government itself, either at the city or county level. This may help explain why certain actions remain on our recommendation list.