



*Implementing the STAR  
Community Rating System*

**SET GOALS. MEASURE PROGRESS.**

Hilari Varnadore, Executive Director





*STAR Communities helps cities and counties set a clear path for sustainability with helpful tools that measure progress.*

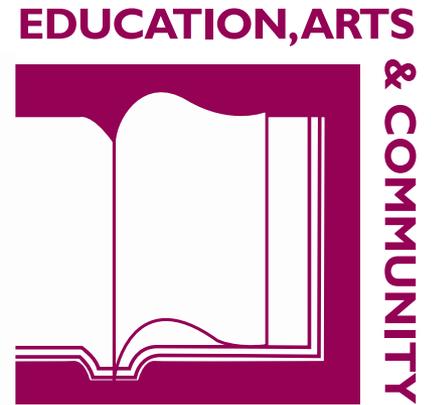
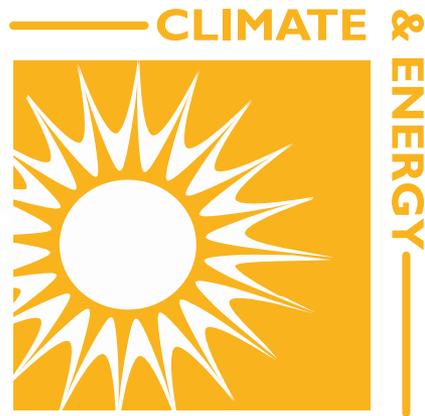
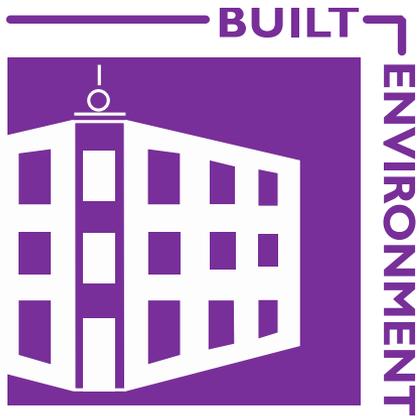
**[www.STARcommunities.org](http://www.STARcommunities.org)**

# Built **by and for** Local Governments

- In 2008, the U.S. Green Building Council, National League of Cities, ICLEI and the Center for American Progress announced formal partnership
- Established a diverse, consensus-based stakeholder engagement process that included 200+ volunteers
- Rating System was released by STAR Communities in October 2012
- Pilot Program commenced in November 2012 to test the system, its reporting tool and associated products



# Rating System's Goal Areas



# The STAR Community Rating System

*Goal Areas & Objectives are mapped and rated in the online system, helping local leaders set goals and measure progress across areas.*

| Built Environment              | Climate & Energy                         | Economy & Jobs                   | Education, Arts & Community          | Equity & Empowerment             | Health & Safety                  | Natural Systems             |
|--------------------------------|--|----------------------------------|--------------------------------------|----------------------------------|----------------------------------|-----------------------------|
| Ambient Noise & Light          | Climate Adaptation                       | Business Retention & Development | Arts & Culture                       | Civic Engagement                 | Active Living                    | Green Infrastructure        |
| Community Water Systems        | Greenhouse Gas Mitigation                | Green Market Development         | Community Cohesion                   | Civil & Human Rights             | Community Health & Health System | Invasive Species            |
| Compact & Complete Communities | Greening the Energy Supply               | Local Economy                    | Educational Opportunity & Attainment | Environmental Justice            | Emergency Prevention & Response  | Natural Resource Protection |
| Housing Affordability          | Industrial Sector Resource Efficiency    | Quality Jobs & Living Wages      | Historic Preservation                | Equitable Services & Access      | Food Access & Nutrition          | Outdoor Air Quality         |
| Infill & Redevelopment         | Resource Efficient Buildings             | Targeted Industry Development    | Social & Cultural Diversity          | Human Services                   | Indoor Air Quality               | Water in the Environment    |
| Public Spaces                  | Resource Efficient Public Infrastructure | Workforce Readiness              |                                      | Poverty Prevention & Alleviation | Natural & Human Hazards          | Working Lands               |
| Transportation Choices         | Waste Minimization                       |                                  |                                      |                                  | Safe Communities                 |                             |

# Example

Goal

*Climate & Energy*

Objective

*Greenhouse Gas Mitigation*

Outcome

*Demonstrate incremental progress towards achieving an 80% reduction in community GHGs by 2050*

Actions

*Adopt a Climate Action Plan, create an education plan for residents and businesses, adopt energy efficiency regulations, create incentives for renewables*

# Certifications & Recognitions

## **Certified 5-STAR Community (600+ points)**

- *Recognized as top tier achiever in national sustainability*

## **Certified 4-STAR Community (400-599 points)**

- *Recognized for national excellence*

## **Certified 3-STAR Community (200-399 points)**

- *Recognized for sustainability leadership*

## **Reporting STAR Community (50-199 points)**

- *Currently pursuing certification*



# Why Certify?

Demonstrate  
commitment to  
local sustainability

Receive national  
recognition for  
leadership and  
achievements

Gain competitive  
advantage and  
attract funding

Increase  
transparency and  
accountability and  
showcase results

Communicate  
resilience and risk  
management to  
municipal bond  
agencies

Build and  
strengthen  
partnerships within  
government and  
with community  
partners

# Pathways to Certification

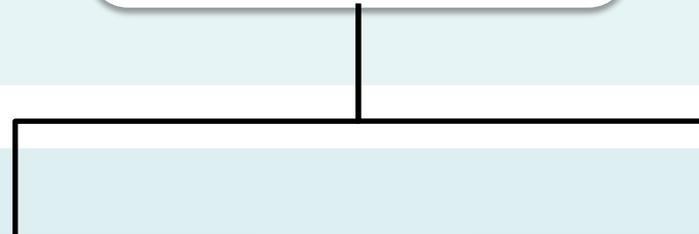
An introductory package that helps you decide whether certification is right for your community

**Participating  
STAR  
Community**

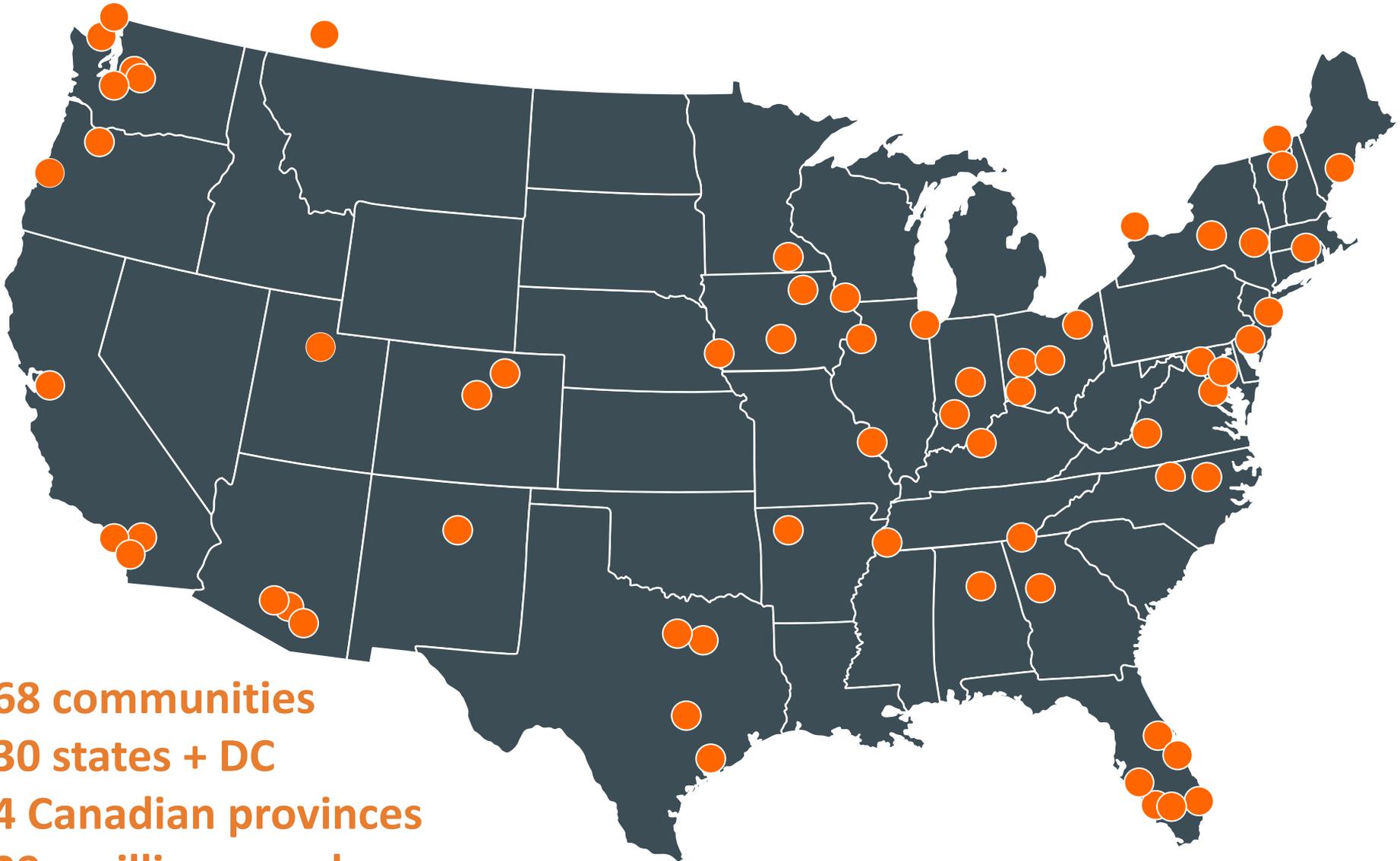
Subscription packages for communities that are ready to gather data and pursue certification

**Reporting  
STAR  
Community**

**Leadership  
STAR  
Community**



# Cities and counties in the STAR network



**68 communities**

**30 states + DC**

**4 Canadian provinces**

**29+ million people**

# Communities by population

## UNDER 100,000

- **Albany, NY**
- Blacksburg, VA
- Bonita Springs, FL
- Charles City, IA
- **Davenport, IA**
- Dubuque, IA
- **El Cerrito, CA**
- **Evanston, IL**
- Fayetteville, AR
- Frederick, MD
- Madison County, NY
- Nederland, CO
- **Northampton, MA**
- Portland, ME
- Redlands, CA
- **Rockingham County, NC**
- Rosemount, MN
- **Santa Fe, NM**
- **Santa Monica, CA**
- **Victoria, BC**
- **Woodbridge, NJ**

## 100,001-499,999

- **Atlanta, GA**
- Birmingham, AL
- **Chandler, AZ**
- **Chattanooga, TN**
- **Cleveland, OH**
- Dayton, OH
- Denton, TX
- **Des Moines, IA**
- **Fort Collins, CO**
- **Lee County, FL**
- Louisville, KY
- Omaha, NE
- Palm Bay, FL
- Plano, TX
- Raleigh, NC
- **Riverside, CA**
- Salt Lake City, UT
- Sarasota County, FL
- **St. Louis, MO**
- **Tacoma, WA**

## 500,000-999,999

- **Austin, TX**
- Baltimore, MD
- Columbus, OH
- **Indianapolis, IN**
- Memphis/Shelby County, TN
- **Portland, OR**
- **Seattle, WA**
- **Tucson, AZ**
- **Vancouver, BC**
- **Washington, DC**

## 1,000,000+

- **Broward County, FL**
- **Calgary, AB**
- Houston, TX
- **King County, WA**
- **Montreal, QC**
- Orange County, FL
- Philadelphia, PA
- Phoenix, AZ
- **Toronto, ON**

*Includes the 2014 leadership group*

# Thank You!

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