

Strategic Sustainability:

TOWN OF PARADISE VALLEY SUSTAINABILITY WORKING GROUP REPORT ON
SUGGESTED SUSTAINABILITY SCOPE OF WORK



Background of Work Group

- ▶ Group tasked to detail a potential scope of work for town sustainability plan
- ▶ Driven by Chapter 7 of the General Plan
- ▶ 4 member working group:
 - ▶ Warren Gorowitz; Vice-President of Sustainability, Ewing Irrigation and Landscape Supply
 - ▶ John Martinson, Founder, Co-Chairman & CSO, Chinamist
 - ▶ Dawn Olsen, CEO, Focus Family Capital, LLC

Sustainability Meaning

- ▶ “... maintaining a culture of stewardship to enhance the natural environment; maintaining existing stable economic interests; and maintaining and promoting an equitable quality of life for present and future generations.”

Town of Paradise Valley

General Plan 2012

Guiding Vision

- ▶ “The Town supports and respects the magnificent Sonoran Desert in which it is located and recognizes its responsibility in protecting it. The preservation and utilization of indigenous landscaping, water conservation, protection of the quiet desert lifestyle, clear dark skies, and a strong economic backbone allow future generations to enjoy what has been created here”

Town of Paradise Valley

Visioning Committee, 2011

Four Targeted General Plan Programs

- ▶ Regeneration/Trash & Recycling
- ▶ Public Outreach/Public Education
- ▶ Greenhouse Gas Emissions Inventory
- ▶ Sustainable Water

Stakeholders

- ▶ Given the diverse nature of the community, different targeted approaches to match needs

- ▶ Workforce identified three main stakeholders:
 - ▶ Residents
 - ▶ Town Corporation
 - ▶ Businesses

Regeneration/Trash & Recycling

Projects:

- ▶ Assist Town in exploration of issues related to multiple trash haulers
 - ▶ Stakeholder: Residents
 - ▶ Implementation program goal: 7.4-1.10
 - ▶ Action Steps:
 - ▶ 1. Research impacts of trucks on Town streets and potential to quantify
 - ▶ 2. Survey sample of residents re: position on relevant trash & recycling related issues to assist in development of plan
 - ▶ 3. Evaluate/compare available providers as to recycling capabilities
 - ▶ 4. Aid in education of residents re: what recycling is available with their provider (partner with trash haulers)

Regeneration/Trash & Recycling cont.

- ▶ Town-wide recycling program
 - ▶ Stakeholder: Town
 - ▶ Implementation program goal: 7.4-1.10
 - ▶ Action steps:
 - ▶ 1. Review current recycling programs and processes and best practices (see Capstone 2008)
 - ▶ 2. Provide recommendations for possible improvements
 - ▶ 3. Review prior Waste Audit for recommendations/plans implemented

Public Outreach/ Public Education

Projects:

- ▶ Review Town sustainability webpage(s) and provide recommendations
 - ▶ Stakeholders: Residents and Businesses
 - ▶ Implementation program goal: 7.4-1.3
 - ▶ Action steps:
 - ▶ 1. Research on best practices for municipalities sustainability site
 - ▶ 2. Provide recommendations and proposed content
 - ▶ 3. Design template or process for use by future developer or site maintenance

Public Outreach/ Public Education

- ▶ Guest column in Paradise Valley Independent
 - ▶ Stakeholder: Residents
 - ▶ Implementation program goals: 7.4-1.3 & 7.4-1.4
 - ▶ Action steps:
 - ▶ 1. Develop editorial calendar focused on highlighting TPV achievements & other sustainability topics
 - ▶ 2. Seek out potential authors (e.g., residents, TPV staff, business community)

Public Outreach/ Public Education

- ▶ Explore interest and opportunity to host a "Green Parade of Homes"
 - ▶ Stakeholder: Residents
 - ▶ Implementation program goals: 7.4-1.4 & 7.4-1.5
 - ▶ Action steps:
 - ▶ 1. Research how/if other municipalities have done something similar and best practices
 - ▶ 2. Meet with Desert Botanical Garden (does garden tour of homes) and others for ideas and experiences
 - ▶ 3. Explore and propose process to select participant and recommend potential sponsors and partners, etc.
 - ▶ 4. Create subcommittee to develop and execute event

Greenhouse Gas Emissions Inventory

Project:

- ▶ Collect and review the completion of GHG emissions inventory for the Town
 - ▶ Stakeholder: Town
 - ▶ Implementation program goal: 7.4-1.6
 - ▶ Action steps:
 - ▶ 1. Research and review any prior inventory prepared (see Capstone 2008)
 - ▶ 2. Work with TPV staff to develop GHG reduction goals
 - ▶ 3. Recommend process to move program forward, establish targets and benchmarks

Sustainable Water

Project:

- ▶ Develop water conservation report*
 - ▶ Stakeholders: Residents and Town
 - ▶ Implementation program goal: 7.4-1.8
 - ▶ Action steps:
 - ▶ 1. Evaluate TPV water usage
 - ▶ 2. Establish baseline
 - ▶ 3. Recommend strategies for improvement
 - ▶ 4. Develop reporting process and format

*-Long term project as part of complete Sustainability Report

Next Steps

- ▶ Assign work group lead
- ▶ Estimate time frame
- ▶ Establish outcome measurements



Questions?