

# The GreeningUSA

## 12 TRAITS<sup>®</sup> OF SUSTAINABLE COMMUNITIES



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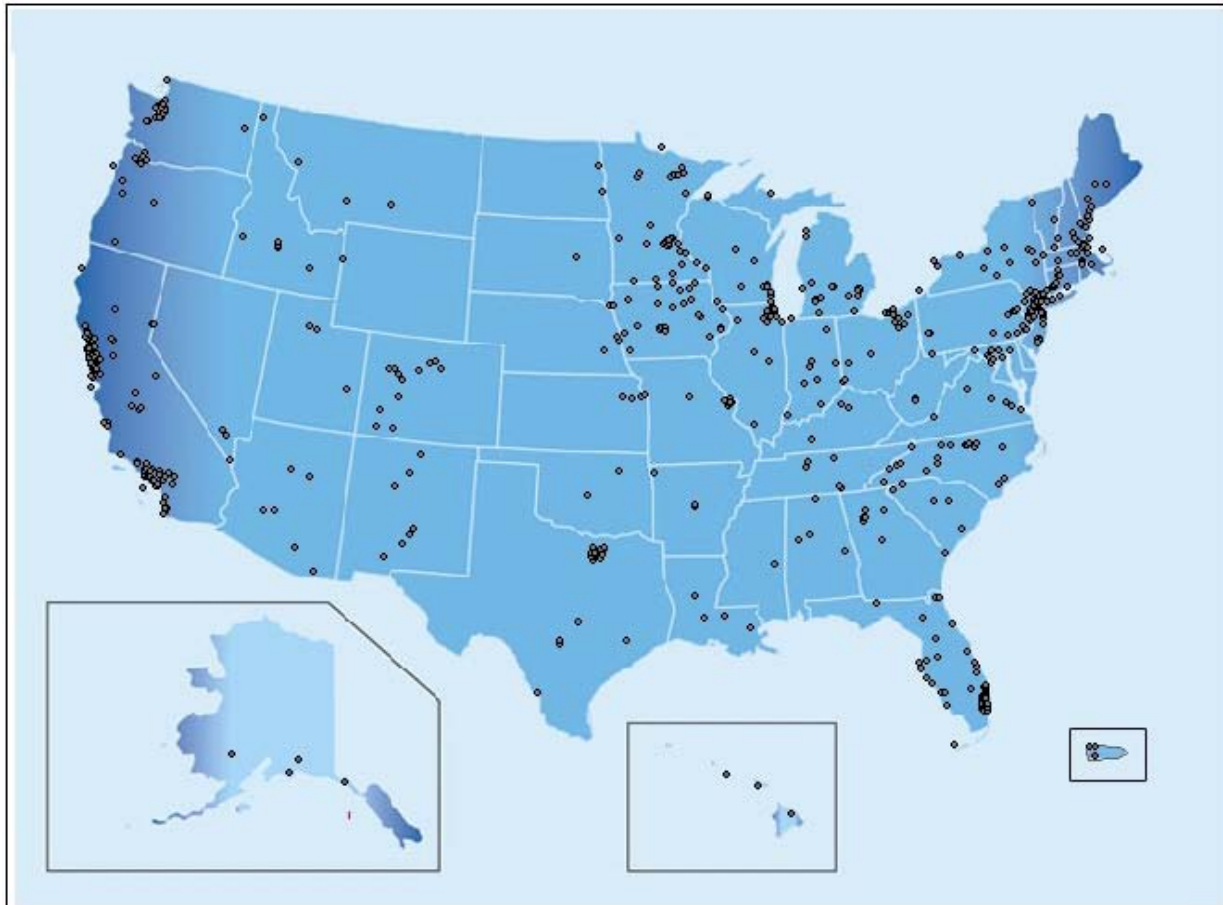
# The GreeningUSA 12 TRAITS<sup>©</sup> Program is:

A Rating System and  
Public Recognition Program for

Existing Cities, Counties,  
Towns, and Villages that are

Striving for and Achieving  
Exemplary Levels of  
Sustainability

The 12 Traits<sup>©</sup> are a comprehensive way to look at existing communities of all sizes and make ups across the USA.



After 4 years of development  
GreeningUSA  
is pleased to release

The 2010 "Beta-test" version  
Of the 12 Traits<sup>©</sup> for  
Public Comment and  
User Feedback





Communities can now benefit from a basic 4 step process using the 12 Traits<sup>©</sup> Beta test program:

1. Assessment - where are we?
  - a) Data
  - b) Initiatives
2. Vision - where do we want to be?
3. Action Plan - how do we get there?
4. Monitoring - are we there yet?

## 12 TRAITS<sup>©</sup> 2010



**1. Governmental Leadership in Sustainability** by Executive, staff, and legislators



**2. Local Economic Resilience** with a diversified economic base



**3. Land Use Planning & Resource Preservation** that is integrated, balanced, and diversified



**4. Transportation & Mobility Systems** with numerous options



**5. Water Related Infrastructure Systems** with long and short term quantity & quality



**6. Green Buildings and Housing** that are environmentally & energy responsive

## 12 TRAITS<sup>©</sup> 2010



**7. Energy from Non-Fossil Fuels** from local and centralized sources



**8. Waste Material Management** that is holistic and value based



**9. Local Culture, Art, and Entertainment** that is well rounded and inclusive



**10. Quality Public Education** that teaches sustainability



**11. Public Health and Safety** based on clean, safe, healthy places



**12. Community Engagement** and participation by citizens

Each of the 12 Traits<sup>©</sup> are defined based on the 3 categories of Sustainability:  
Environment, Economy, and Social Equity





12 Traits

Sustainability Traits	Categories	A.) Local ENVIRONMENTAL Significance	B.) Local ECONOMIC Significance	C.) Local Social EQUITY Significance
1. Governmental Leadership in Sustainability by Executive, staff, and legislators.		Carbon Footprint / Greenhouse Gas Emissions Reduction	Community Bond Rating	Voter Registration Levels
2. Local Economic Resilience with diversified economic base.		Air Quality Index		Unemployment Rate
3. Sustainable Land Use Planning and Resource Preservation that is integrated, balanced, and diversified.		Developed Area / Open Area	Sprawl Index	Owner Occupied Housing Units
4. Sustainable Transportation & Mobility Systems with numerous options.		Complete Streets	Commuting Options	Housing & Transportation Affordability Index
5. Water Related Infrastructure Systems addressing long and short term quantity and quality.		Potable Water Quality		Community wide Green Infrastructure
6. Green Buildings and Housing that are environmentally and energy responsive.		Green Buildings		Energy Efficiency
7. Energy From Non-Fossil Fuels with localized and centralized sources.		Green Electrical		Energy Efficiency through
8. Waste Material Management that is holistic and value based.		Landfill Diversion		Recycling Rate
9. Local Culture, Art and Entertainment that is well rounded and inclusive		Green Event Planning	Economic Impact	Diversity of venues and events
10. Quality Public Education that teaches sustainability		Environmental Education / Sustainability Curriculum	Public Sustainability Education	Graduation Rates
11. Public Health and Safety based on clean, safe, healthy, places.		Public Recreation Facilities	Health and Safety Workforce	Crime Rate
12. Community Engagement and participation by citizens.		Environmental Organizations	Business Engagement	Diverse Participation

3 Categories

36 Scoring Criteria



The **Assessment** step is the focus of the beta test manual and the public comment period. It is based on a two part scoring system.

The first part of the score is based on

**Sustainability  
Performance Data**

for the community derived from objective sources

# Assessment - Data



SUSTAINABILITY PERFORMANCE DATA SUMMARY					
Categories:	A) Local Environmental Data Scores	B) Local Economic Data Scores	C) Social Equity Data Scores	TRAIT TOTALS	
<b>Sustainability Traits:</b>					
1. Governmental Leadership in Sustainability					300 max
2. Local Economic Resilience					300 max
3. Land Use Planning & Resource Preservation					300 max
4. Sustainable Transportation & Mobility Systems					300 max
5. Water Related Infrastructure Systems					300 max
6. Green Buildings and Housing					300 max
7. Energy from Non-Fossil Fuels					300 max
8. Waste Material Management					300 max
9. Culture, Arts and Entertainment					300 max
10. Quality Public Education					300 max
11. Public Health and Safety					300 max
12. Community Engagement					300 max
<b>CATEGORY TOTALS</b>					<b>3,600 max</b>
	1,200 max	1,200 max	1,200 max		
	%	%	%	%	<b>Overall %</b>

Trait totals across

Category totals down

**3,600 max**

**Total Data Score**



The second part of the score is based on recognizing

## Sustainability Initiatives

underway in the community based on “best practices” found around the country

# Assessment - Initiatives



SUSTAINABILITY INITIATIVES SUMMARY				
Categories:	A) Local Environmental Initiatives	B) Local Economic Initiatives	C) Social Equity Initiatives	TRAIT TOTALS
<b>Sustainability Traits:</b>				
1. Governmental Leadership in Sustainability				120 max
2. Local Economic Resilience				120 max
3. Land Use Planning & Resource Preservation				120 max
4. Sustainable Transportation & Mobility Systems				120 max
5. Water Related Infrastructure Systems				120 max
6. Green Buildings and Housing				120 max
7. Energy from Non-Fossil Fuels				120 max
8. Waste Material Management				120 max
9. Culture, Arts and Entertainment				120 max
10. Quality Public Education				120 max
11. Public Health and Safety				120 max
12. Community Engagement				120 max
<b>CATEGORY TOTALS</b>				
	480 max	480 max	480 max	<b>1,440 max</b>
	%	%	%	<b>Overall %</b>

Trait totals across

Category totals down

1,440 max Overall %

**Total Initiatives Score**

Based on the total score received,  
Award levels are achieved and  
communities are recognized as a

**GreeningUSA:**

**Member Community**

**Sustainable Community**

**Highly Sustainable Community**

**Highly Sustainable Community of Distinction**





The Beta test version is set up to allow for **participation** and input in at least 3 ways:

1. "Beta - tester" communities are currently being sought for 2010 to:

- Conduct "self-assessment" by end of year with all fees waived.
- Provide feedback on the process.
  - Achieve initial recognition.



2. Public Comment period open through September 30, 2010

All stakeholders are invited to review and comment on:

Data sources - are they the best indicators in each of the traits?

Initiatives - are they the top best practices in each category in each trait to improve data score?



### 3. Expert Virtual Committees

are being formed of volunteers and organizations with expertise on particular traits and categories.

GreeningUSA online tools are being developed in a "WIKI" style format. The goal is to provide an inclusive and comprehensive rating system.



To participate or for more information visit GreeningUSA on the worldwide web:



[www.GreeningUSA.org](http://www.GreeningUSA.org)