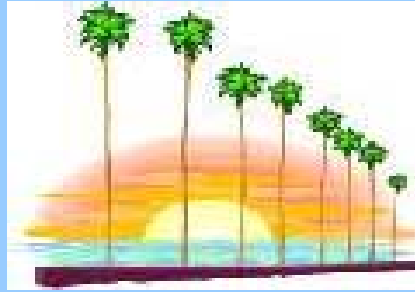


Integrating Indicators into Planning Documents



Allison Quaid
**International Council for Local
Environmental Initiatives (ICLEI)**

Planning documents are aligned with sustainability because..



- ✓ **comprehensive**: cover environmental, economic, and social issues.
- ✓ reflect **community & government input and consensus**.
- ✓ identify **policies, programs and actions to collaboratively** improve QOL in a community.
- ✓ **long range** planning.

Real World Example: Fort Collins, CO



Land section addresses:

- ✓ **Natural habitat conservation**
- ✓ **Community design and character**
- ✓ **Mixed-use, compact urban form**
- ✓ **Inter-connected Transit System**
- ✓ **Urban Growth Boundary**

– **City Plan, 1997**

Real World Example: Fort Collins, CO



“Preserve and protect natural areas within Fort Collins to provide habitat essential to the conservation of plants, animals, and their associated ecosystems and to enrich the lives of citizens by providing opportunities for education, scientific research, art, fishing, hiking and other activities.”

– City Plan, 1997

Real World Example: Oakland, CA



Objective:

“To improve air quality in Oakland and the surrounding Bay region.”

- a) Require construction, demolition and grading practices which minimize dust emissions.
- b) Coordinate local air quality planning efforts with other agencies.

- Open Space Conservation and Recreation Element, 1996.

Real World Example: Oakland, CA



- ✓ Promote land use patterns and densities which help improve regional air quality.
- ✓ Maintain a coordinated bus, rail, and ferry transit system.
- ✓ Require that development projects be designed in a manner which reduces potential adverse air quality impacts.

Real World Example: San Leandro, CA



- **Goal 6: Downtown Revitalization:** *foster the development of Downtown San Leandro as the geographic and social heart of the City.*
- **Goal 10: Land Use Compatibility:** *ensure that commercial and industrial projects are attractively designed and are sensitive to surrounding areas.*
- **Goal 12: Jobs-Housing Balance:** *maintain a balance between jobs and housing in San Leandro.*

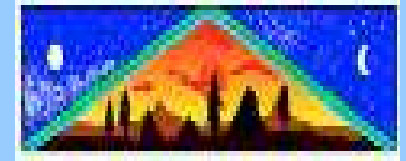
- San Leandro General Plan, 2002.



Excellent plans
sit on shelf
UNLESS

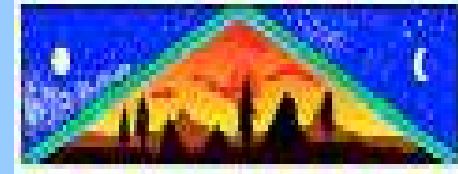
indicators, targets and
implementation plan are
developed and put into
action!

Integrating indicators into planning documents – Marin County, CA



- Marin County, CA – Developed a Countywide Plan (2002) based on 10 guiding principles which reflect sustainability criteria.
- Sets targets for 20 year accomplishment, review progress every five years, and report annually on indicators.

Real World Example:
Marin County, CA



**10 Guiding Principles of
Countywide Plan**

- 1) Link equity, economy, and the environment locally, regionally and globally.**
- 2) Use finite and renewable resources efficiently and effectively.**
- 3) Cultivate ethnic, cultural, and socioeconomic diversity.**

- Marin Countywide Plan, 2002



Marin County, CA – need for affordable child-care

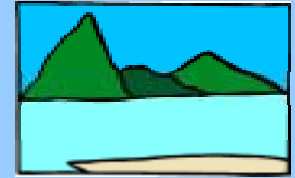


Issue: Increased need for affordable child-care options.

Indicator: Child-care supply and demand by child age group.

Target: Child-care supply grows until it is within 5 % of child-care demand by 2020.

Marin County, CA – Access to Parks



Issue: Mass transit is needed to offer access to parks so that single occupancy vehicles congestion decreases, accessibility increases, and ghg are kept low. There are no bus lines into County parks.

Indicator: % of local, county and regional parks accessible by bus.

Target: 85% of parks are accessible by bus by 2010.

Marin County, CA – Preservation of Native species



Issue: Number of native plant and animal species are decreasing, and non-natives are increasing.

Indicator: Number of special status (ss) plant and animal species endemic to Marin.

Target: Number of ss species is reduced to 30 animal species by 2020.

Marin County, CA – need to engage all county constituents



Issue: Ethnically diverse participation in governmental advising groups is not equal to the general population.

Indicator: Racial, gender, and age diversity on County commissions, boards, etc.

Target: Racial, gender and age diversity on County commission, etc. equals county demographics by 2020.

Marin County, CA – equitable access to education



Issue: Not all children have access to a quality education.

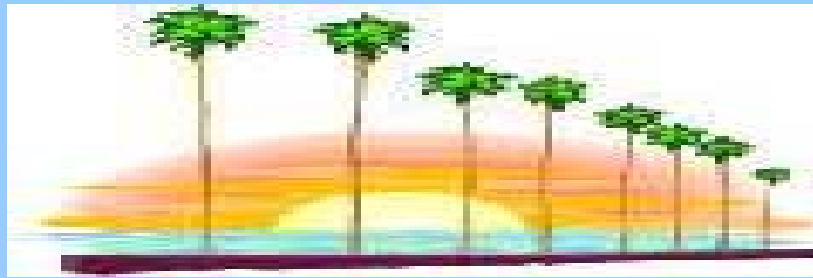
Indicator: High school drop-out rate by district, school and ethnicity.

Target: High school drop-out rates do not vary more than 5 percent by ethnicity by 2020.



Lessons Learned:

- Try to synthesize indicators and only pick the ones that “get at the heart of what you are trying to achieve.”
- Choose indicators that currently have data available.
- Preferable for small group to decide on indicators to save time.



**Indicators Can Be
Useful in Measuring the
Progress of
Planning Documents –
Build Them In!**