Fairfield Go-Green Strategic Plan 2020

Summer 2009

This plan has been prepared by the Fairfield Go-Green Planning Commission and is endorsed by organizations throughout the community

This plan had the assistance of the Institute for Decision Making (IDM)
University of Northern Iowa

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Introduction and Background

Since May of 2003 our Community-Wide plan, Moving Fairfield Forward, has provided the stimulus for coordinated action from several dozen organizations and groups and several thousand of our people for large projects like our Fairfield Arts and Convention Center, building the Jefferson County Loop Trail, renovating the downtown Streetscape and small, but important steps, such as creating a Cultural District and growing our Farmers Market.

Because of Fairfield's shared achievements, its significant broad commitment, and the focused expertise within our community, this year we launched a second community-wide planning process. This one is grounded on the timely events and long-term trends affecting sustainability of our communities and our environment.

All of the Goals, Aims and Objectives proposed in this plan were arrived at by consensus of the Go-Green Commission. The spirit of the discussion and the intention of the commission were to propose action steps that could be undertaken voluntarily by a wide range of community organizations, governments, and citizens.

There are three broad goals offered to our community in this plan.

First, in the area of Community and Culture:

- **Goal 1: To create and maintain the sustainability culture**

Second, in the area of Economic Development:

- **Goal 2: To create jobs, wealth, and opportunities for investment, with sustainable development**

Third, in the area of Land use, Buildings, and Transportation:

- **Goal 3: To achieve sustainable community design, public policy, and infrastructure**

Specific ways are suggested throughout the plan for achieving these three goals **as a community** with leadership responsibilities spread among numerous organizations and groups within the Fairfield area.

Who developed the plan?

Mayor Ed Malloy appointed the following people to work together as a planning commission to develop this community sustainability plan and to seek endorsement of the plan and adoption of specific proposed implementation responsibilities from numerous community organizations and groups listed throughout this draft plan.


Johann Berlin


Bob Ferguson


Ray Griffin


Jeremy Olsen


Stuart Valentine


Connie Boyer


Ed Malloy


Lynn Koch


Dick Reed


Troy Van Beek


Detra Dettman


Lonnie Gamble


Fred McElwee


Lori Schaefer


Sonia Vera


Rachel Engwall


Myron Gookin


Martha Norbeck


Jimmy Sinton


Brent Willett

What do "Lead" and "Secondary" mean?

Lead Responsibility

An agency, organization or group has lead responsibility because **its official leadership and/or members have agreed** that the "organization" will serve as a key implementer and as a primary coordinator toward the fulfillment of particular objectives in the Community-wide Sustainability Plan. It is important to note that lead agencies are not solely responsible for the implementation of the Plan, but serve as organizers and motivators for efforts to achieve particular objectives. In many cases an objective (or closely related activity) may already be a significant element of the agency's own programming. In some instances, it may call for an expansion of the organization's current operations.

Secondary Responsibility

An agency, organization or group has secondary (or "active support") responsibility **because its official leadership and/or members have agreed** that the "organization" will serve as an active implementer along with the lead organization and other secondary organizations toward the fulfillment of particular objectives in the Sustainability Plan. As appropriate, secondary agencies will work closely with lead agencies to determine what action steps should be taken, the timeline for each action and the proper designation of responsibility. Each secondary agency agreed to take an active role in the implementation of the plan's objectives. "Active role" implies that resources will be needed and used (people, money, information, etc.). Secondary agencies will often partner with other agencies, possibly for the first time, to ensure the success of the Plan.

Wind turbine just outside of Fairfield

Other supportive and encouraging organizations

Many organizations in the community might have a stake in the outcomes of certain objectives in the plan, and they may provide support and encouragement, even get involved in helping to achieve the objectives. They are, however, not officially listed as either lead or secondary responsible organizations unless they have been asked to take on one of those roles and have agreed to it.

Who will implement the plan?

Abundance Eco Village

AJ's Bike Shop

Alliant Energy

Beautification Commission

SLC-Fairfield Ecological Design Center

Cambridge Investment

City of Fairfield

City of Fairfield-Mayor

Community Sustainability Coordinator

C-wise

Dexter

Fairfield Area Chamber of Commerce

Fairfield Community School District (FCSD)

Fairfield Cultural Alliance

Fairfield Economic Development Association

Fairfield Entrepreneurs Association

Fairfield First!

Fairfield Parks & Recreation

Fairfield Public Library

First Fridays Art Walk

Greater Jefferson County Foundation (GJCF)

Green Planning Commission

Hawthorne Direct

Hometown Harvest

Hy-Vee

Indian Hills Community College

IPAM-Iowa Progressive Asset Management

ISU Extension (provisional)

Jefferson County Conservation Board

Jefferson County Health Center

Jefferson County Trails Council

Learning Center

Local Banks: Iowa State Bank, First National Bank, Midwest One, Libertyville Savings Bank

Local Media: Fairfield Ledger, Weekly Reader, FPAC, KRUU, KMCD/KIIK96, The Source

Maharishi School of the Age of Enlightenment (MSAE)

Maharishi University of Management (MUM)

MUM Food Service

Pacific Institute

Pathfinders Resource Conservation and Development (RC&D);

SEMCO Landfill

Service Clubs-Rotary, Jaycees, Kiwanis, Lions

Sierra Club

Sustainable City Solutions

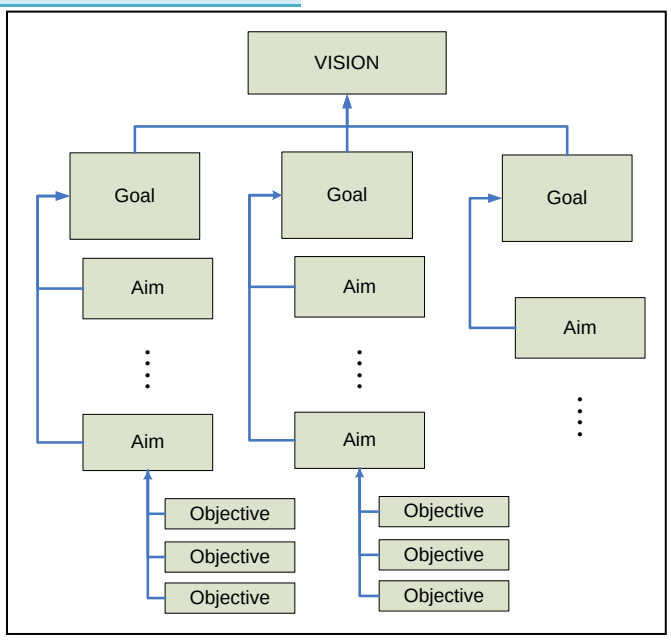
Sustainable Living Coalition

Sustainable Living Program students (MUM)

Waste Management of Fairfield

How is the plan put together?

The Moving Fairfield Forward: Sustainability Plan consists of four basic components: vision, goals, aims, and objectives.



The **Sustainability Vision** ("Constructing a Sustainable Community") presents a compelling picture of the future to energize our community to take action. Everything in the plan is directed toward fulfilling this vision of Fairfield's sustainability future. Supported by an integrated and detailed plan, the vision both illustrates what the future can hold for Fairfield, and is designed to guide Fairfield's future development and achievement as a sustainable community

Goals represent the main sustainability themes of the plan. The plan's three goals address and give direction to three critical aspects of sustainability in Fairfield, thus upholding the plan's vision.

Aims express broad intentions that further elaborate the goals and apply them to more specific areas of sustainability. Each goal area contains five or six aims that must be achieved to fulfill the goal, and in turn, the sustainability vision.

Strategic Objectives describe specific and measurable accomplishments that help to achieve the sustainability aims, goals, and vision. Strategic Objectives are detailed to a level at which organizations have agreed to accept lead (primary) or secondary responsibilities for their implementation. Though listed under specific aims and goals, objectives also may cross over or interrelate with other parts of the sustainability plan.

Additional information:

- **Categories** help provide some additional theme information that permits grouping of objectives using phrases such as "Energy & Emissions" and "Transportation." There are eight categories used in this plan. In addition to the two mentioned, the others are "Forestry & Agriculture;" "Green Buildings;" "Land Use;" "Leadership, Education, & Outreach;" "Recycling & Waste Reduction;" and "Sustainable Water."
- **Success Indicators/Dates** are included to help measure and report progress.
- **Strategies** indicate several <u>suggested</u> ways of going about implementing each objective. Listed strategies help responsible organizations have a place to start, and the strategies communicate more completely than just the objective what the Commission members had in mind.

Constructing a Sustainable Community

Our Beliefs

We believe it is our obligation to be stewards of the natural resources entrusted to us and our responsibility to protect our environment and eco-system for all future generations.

We believe we can fulfill this obligation through listening, communicating, and acting collectively, while honoring the diversity of opinions and interests in our community.

Our Vision

We envision that through education, leadership, and private and public partnerships, patterns of sustainability will be demonstrated through community-wide action that:

- Reduces non renewable energy consumption and increases energy generation;
- Conserves water, protects air, and transforms wastes into useful resources;
- Designs buildings and landscapes for efficiency and human well-being;
- Supports a prosperous local farm economy to meet consumer needs and tastes.

We envision our community as a model showing how sustainability increases the quality of life for all by enhancing economic vitality while restoring and preserving a healthy natural environment.

Solar array on Maharishi University of Management campus

Objectives by Categories

Energy & Emissions	Objective
• Develop a Community Wind Project to integrate clean power into Fairfield's energy portfolio	3A (2)
• Produce a local "Energy Fair" at the high school level annually	1B (4)
• Develop a locally trained energy audit team to provide service to Fairfield and Jefferson County	1D (2)
• Develop a wide range of locally sourced renewable energy supplies in ways that create wealth in the community	2A (2)
Forestry & Agriculture	**Objective**
• Create, in collaboration with Hometown Harvest, an organization to develop local food production and processing	2B (1)
• Establish Fairfield as an education center for local organic food production / processing	2B (2)
• Develop and preserve natural habitats and increase carbon sequestration	3E (5)
• Develop a community greenbelt including fruit trees and edible landscapes	3E (6)
Green Buildings	**Objective**
• Showcase building projects that use energy efficient systems and natural, renewable building materials	1D (1)
• Reduce the amount of energy consumed in buildings by providing benchmarks & financial incentives for new & retrofitted green buildings	2A (1)
• Reduce city-wide building energy use by 60% by 2020	3A (1)
• Promote LEED certification for new and existing buildings through education, promotion & incentives	3B (1)
Land Use	**Objective**
• Revitalize Fairfield's downtown and cultural district as a sustainable hub of business, government, and civic activity	2E (3)
• Continually update City of Fairfield’s Comprehensive Plan to create positive sustainable development principles	3C (1)
• Encourage collaboration within cities, county, and other entities in establishing sustainable land-use planning throughout Jefferson County	3C (2)
• Encourage a transition to healthier, more resource efficient operations and maintenance	3E (1)
Leadership Education, & Outreach	**Objective**
• Establish Fairfield and Jefferson County as a center of excellence for sustainable technologies as well as the transformation of industry to more sustainable models	2E (2)
• Attract human and financial capital with and for sustainability development	2F (1)
• Engage the community in broad-scale communication regarding sustainability, including opportunities and progress	1A (1)
• Engage and support a position for a community sustainability coordinator	1A (2)
• Promote the benefits and available resources for walking and biking to the general public	1A (3)
• Cultivate and empower community leadership	1A (4)

• Develop a public mass awareness campaign about sustainability	1B (1)
• Develop a public education program centered on personal and direct education for the "How Tos" for community sustainability.	1B (2)
• Engage students and develop opportunities in K-12 education in practical sustainability learning and hands-on projects	1B (3)
• Develop and market a Sustainability Learning Center	1C (1)
• Develop an internship program targeting local & state-wide programs and resources	1C (2)
• Communicate the relevancy of sustainability in Moving Fairfield Forward Community-Wide Strategic Plan	1E (1)
• Create and grow a specific green foundation	2D (1)
• Establish Fairfield and Jefferson County as a model for green-collar job creation	2E (1)
Recycling & Waste Reduction	**Objective**
• Establish an education program focused on Jefferson County's residents and businesses increasing recycling rates to 100%	1D (3)
• Understand all waste streams generated countywide, with plans developed to convert to assets or dispose of with minimal environmental Impact	2C (1)
• Minimize waste streams through elimination of waste at source	2C (2)
• Achieve high levels of recycling / compost and significant improvements in management of hazardous waste	3E (2)
Sustainable Water	**Objective**
• Increase efficiency of potable water use and improve performance of sanitary sewers	3E (3)
• Improve management and quality of stormwater	3E (4)
Transportation	**Objective**
• Endorse and encourage private-sector plans aimed at decreasing fossil fuel consumption	3D (1)
• Create conservation of, and alternatives to, fossil fuels	3D (2)
• Expand infrastructure for pedestrians and cyclists	3D (3)

Solar array outside of KRUU radio

Community and Culture

Goal 1: To create and maintain the sustainability culture

Aim 1A: To make sustainability an integral part of community life

OBJECTIVE 1A (1): Engage the community in broad-scale communication regarding sustainability, including opportunities and progress
Category: Leadership, Education, & Outreach
Success Indicator/Date: Promotional plan developed by January 2010; Plan presentations made during 1st quarter of 2010; Household guide developed by June 2010; Survey of a random sample population indicates a widespread understanding of sustainability by September 2011; Document energy use and respective savings and monitor performance over time

RESPONSIBILITIES:
Lead: City of Fairfield; Community Sustainability Coordinator; Sustainable Cities Solutions; Fairfield First!
Secondary: Maharishi University of Management (MUM); Local Media: Fairfield Ledger, Weekly Reader, FPAC, KRUU, KMCD/KIIK96, The Source; Hawthorne Direct

STRATEGIES:
Develop metrics to measure sustainability behaviors; Promote the Fairfield Green Strategic Plan (FGSP) to all areas of the community; Use all media outlets and a Web site to promote the FGSP; Develop an educational campaign for all segments of the population; Develop a mass public awareness campaign incorporating social marketing techniques; Showcase sustainability principles by local demonstration projects for public education; Develop and promote a well-used regional Web site that informs and engages local people in the projects underway in Fairfield / Jefferson County; Provide regular columns/radio spots discussing the issues emerging from the commission's work; Develop a recognition program by celebrating achievements in sustainability; Develop a household resource guide for sustainable home and yard based on the New Mexico model; Engage local media outlets; Present sustainability plan goals and strategies to existing leadership organizations and educational institutions by 1st quarter of 2010.

OBJECTIVE 1A (2): Engage and support a position for a Community Sustainability Coordinator
Category: Leadership, Education, & Outreach
Success Indicator/Date: Position filled by September 2009

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Sustainable Living Coalition

STRATEGIES:
Find a funding source for a three-year sustainability coordinator position; Develop job description based on the elements of the FGSP; Seek regional coordination with other government entities to fund and share the position.

OBJECTIVE 1A (3): Promote the benefits, availability, and safe use of resources for walking and biking to the general public
Category: Leadership, Education, & Outreach
Success Indicator/Date: Education and outreach plan developed by March 2010; Increased utilization of paths/trails

RESPONSIBILITIES:
Lead: Jefferson County Trails Council
Secondary: Fairfield Parks & Recreation; Jefferson County Health Center; AJ's Bike Shop

STRATEGIES:
Promote bike-to-work days, walk-to-work days, bike shows, alternative commuter awards/publicity, car-free events in town

OBJECTIVE 1A (4): Cultivate and empower community leadership
Category: Leadership, Education, & Outreach
Success Indicator/Date: Identify a representative from responsible parties to present goals and strategies of the Green Commission to existing leadership organizations and local educational institutions: begun by end of 2009; Leadership development programs established/used to supplement existing leadership programs in tandem with the SLC Sustainability Resource Center by 2010

RESPONSIBILITIES:
Lead: Sustainable Cities Solutions; Community Sustainability Coordinator
Secondary: Fairfield Area Chamber of Commerce; Pacific Institute

STRATEGIES:
Look for other successful leadership development models and adapt to our needs; Foster participation with established leaders such as: MUM faculty, MUM Sustainable Living Program, Sustainable Living Coalition, SLC-Fairfield Ecological Design Center, Jefferson County Conservation Board, Pathfinders RC&D, IA Natural Heritage Foundation, NRCS, Dale Carnegie, Assoc. of Business and Industry, Community Development Institute, Rocky Mountain Institute; Collaborate with existing leadership groups and service clubs in the community; Connect with existing networks to assist with Sustainability Plan dissemination, such as: Rotary, Lions, schools, churches, Kiwanis, etc.

A section of the Jefferson County Trail System looping around the reservoir

Aim 1B: To provide opportunities for community sustainability education and life-long learning

OBJECTIVE 1B (1): Develop a public mass awareness campaign about sustainability
Category: Leadership, Education, & Outreach
Success Indicator/Date: Informational materials developed during 1st quarter of 2010

RESPONSIBILITIES:
Lead: Community Sustainability Coordinator; City of Fairfield; Fairfield First!
Secondary: Hawthorne Direct; Local Media: Fairfield Ledger, Weekly Reader, FPAC, KRUU, KMCD/KIIK96, The Source; Service Clubs-Rotary, Jaycees, Kiwanis, Lions; Fairfield Public Library; SLC-Fairfield Ecological Design Center; Sustainable Living Coalition

STRATEGIES:
Identify target audiences and marketing messages; Create an awareness campaign focused on reducing energy consumption in new and existing buildings; Compile a list of topics and synonyms, with preferred formats, for library use; Place promotional information at places where people gather: Art Walk, Farmer's Market, Senior Center; Utilize media outlets - newspaper, radio, television, church bulletins, Web site, pre-show advertisement at movie theater; Showcase projects and host events like Backyard Abundance

OBJECTIVE 1B (2): Develop a public education program centered on personal and direct education for the "How Tos" for community sustainability.
Category: Leadership, Education, & Outreach
Success Indicator/Date: Presentation program developed during 1st quarter of 2010

RESPONSIBILITIES:
Lead: Maharishi University of Management (MUM); Sustainable Living Coalition; Fairfield First!; ISU Extension, with the provision that all material to be used and developed will be research based and approved by the organization prior to distribution
Secondary: Indian Hills Community College; Jefferson County Conservation Board

STRATEGIES:
Develop a workshop series; Give presentations to community service groups, church groups; Identify target audiences and marketing messages; Research how people access information and how to package environmental messages

OBJECTIVE 1B (3): Engage students and develop opportunities in K-12 education in practical sustainability learning and hands-on projects
Category: Leadership, Education, & Outreach
Success Indicator/Date: K-12 Curriculum Guide produced by 2011; Regular opportunities offered by end of school year 2010-2011

RESPONSIBILITIES:
Lead: Fairfield Community School District (FCSD); Maharishi School of the Age of Enlightenment (MSAE); Fairfield First!
Secondary: Pathfinders Resource Conservation and Development (RC&D); Jefferson County Conservation Board; Maharishi University of Management (MUM)

STRATEGIES:
Develop a K-12 resource guide that can be integrated into existing curriculum; review and adapt existing curriculum materials to meet local needs; FCSD role: review and develop curriculum that integrates sustainability/environment responsibility with the state-mandated planning/implementation deadlines for Iowa Core Curriculum; Focus on in-service teachers or offer teacher workshops with continuing education hours; Develop workshops that can be presented to students; Utilize businesses for internships, mentoring and volunteer services that are involved in sustainable design; Consult or collaborate with Maharishi University of Management (MUM), Jefferson County Conservation Board, and the Sustainable Living Coalition

OBJECTIVE 1B (4): Produce a local "Energy Fair" at the high school level annually
Category: Energy & Emissions
Success Indicator/Date: First energy fair held by spring 2010

RESPONSIBILITIES:
Lead: Fairfield Community School District (FCSD); Maharishi School of the Age of Enlightenment (MSAE)
Secondary: Maharishi University of Management (MUM); Sustainable Living Program students; Learning Center

STRATEGIES:
Form a Sustainability and Ecology Club to develop the fair; encourage faculty sponsors for the club and energy fair; Make this a cooperative project between all local high schools; FCSD role: support and encourage membership for community-sponsored clubs pertaining to this topic

Aim 1C: To establish Fairfield's sustainability resource for learning and leadership development

OBJECTIVE 1C (1): Develop and market a Sustainability Learning Center
Category: Leadership, Education, & Outreach
Success Indicator/Date: Sustainable Living Curriculum developed by March 2010. Involves development of ongoing working relationships with statewide partners including, but not limited to, Iowa Extension, Iowa DNR, IDED, Iowa Dept. of Energy Independence, Leopold Center for Sustainable Agriculture and others.

RESPONSIBILITIES:
Lead: Sustainable Living Coalition

Secondary: Maharishi University of Management (MUM); Fairfield Community School District (FCSD); Maharishi School of the Age of Enlightenment (MSAE)

STRATEGIES:
Work with the Sustainable Living Coalition, the Sustainable Living Department at MUM, local school districts, Jefferson County Conservation Board; Market the Sustainability Resource Center statewide through existing organizations; Reach out to all relevant state agencies and educational institutions; FCSD role: access guidance and information from the Sustainable Living Coalition

OBJECTIVE 1C (2): Develop an internship program targeting local & state-wide programs and resources
Category: Leadership, Education, & Outreach
Success Indicator/Date: Program designed by December 2009

RESPONSIBILITIES:
Lead: Sustainable Living Coalition
Secondary: Indian Hills Community College; Maharishi University of Management (MUM)

STRATEGIES:
Design a community internship program for students majoring in Sustainable Living and MBA in Sustainability; Coordinate with faculty advisors and with other Iowa colleges and universities to develop the internship programs in concert with the Community Coordinator

Aim 1D: To develop a culture of wise use of energy and materials

OBJECTIVE 1D (1): Showcase building projects that use energy efficient systems and natural, renewable building materials
Category: Green Buildings
Success Indicator/Date: Sites identified by first quarter 2010; Construction begun by second quarter 2010; First projects completed by end of fourth quarter 2010; Phase out of incandescent light bulbs

RESPONSIBILITIES:
Lead: City of Fairfield; Community Sustainability Coordinator; Maharishi University of Management (MUM)
Secondary: Alliant Energy; Abundance Eco Village

STRATEGIES:
Create a demonstration "makeover" of households to showcase how they can become energy efficient; Partner with Alliant and Lions Club to sell compact fluorescent light bulbs instead of incandescent light bulbs; Work with habitat for humanity; Promote all demonstration projects

OBJECTIVE 1D (2): Develop a locally trained energy audit team to provide service to Fairfield and Jefferson County
Category: Energy & Emissions
Success Indicator/Date: Team in place by end of 1st quarter of 2010

RESPONSIBILITIES:
Lead: Community Sustainability Coordinator
Secondary: Alliant Energy; Maharishi University of Management (MUM); Sustainable Cities Solutions

STRATEGIES:
Develop relationship with professional audit company; Utilize existing Alliant energy audit program; Train student interns to provide audits and audit reports to households, businesses, agricultural producers, churches, etc.

OBJECTIVE 1D (3): Establish an education program focused on Jefferson County's residents and businesses increasing recycling rates with a goal of 100% participation.
Category: Recycling & Waste Reduction
Success Indicator/Date: A 75% increase in recyclables processed with a corresponding 25% decrease in waste to landfill by December 2012

RESPONSIBILITIES:
Lead: Community Sustainability Coordinator; Fairfield Community School District (FCSD); Maharishi School of the Age of Enlightenment (MSAE)
Secondary: Waste Management of Fairfield; SEMCO Landfill; Jefferson County Conservation Board

STRATEGIES:
Identify barriers to participation; Continually educate the public about what currently can and cannot be placed in curbside recycling; Publicize locations and rules for public drop sites for compost, recyclables, (including computers, batteries, toner) and hazardous waste; Develop curbside recycling for businesses; FCSD role: convey provided recycling guidelines and information to stakeholders as it pertains to the curriculum discussed in 1B (3); FCSD role: continue to identify barriers to participation; FCSD role: continue to develop a culture of wise energy and materials use

Aim 1E: To incorporate sustainability principles in achieving the goals in the Moving Fairfield Forward Community-Wide Strategic Plan

OBJECTIVE 1E (1): Update all Objectives to incorporate sustainability principles in Moving Fairfield Forward Community-Wide Strategic Plan
Category: Leadership, Education, & Outreach
Success Indicator/Date: Contacts with stakeholders by January 2010; Commitment by May 2010. Monitor progress bi-annually

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Local Media: Fairfield Ledger, Weekly Reader, FPAC, KRUU, KMCD/KIIK96, The Source

STRATEGIES:
Talk with stakeholders / responsible agencies regarding the integration of sustainability principles Note: 3A1, 3A2, 3C1, 3C2, 4A2, 4A5, 4B1, 4C6, 5A3, 5B4, 5B5, 5C1, 5D3 in the 2003 plan; Secure commitment from responsible parties to accomplish goals

Economic Development

Goal 2: To create jobs, wealth, and opportunities for investment, with sustainable development

Aim 2A: To achieve energy independence as a county

OBJECTIVE 2A (1): Reduce the amount of energy consumed in buildings by providing benchmarks & financial incentives for new & retrofitted green buildings
Category: Green Buildings
Success Indicator/Date: Plan developed by March 2010. Financing model in place for residential and commercial projects by June 2010; Public awareness program in place by April 2010; Pilot projects completed by December 2010

RESPONSIBILITIES:
Lead: City of Fairfield; Community Sustainability Coordinator
Secondary: Local Banks: Iowa State Bank, First National Bank, Midwest One, Libertyville Savings Bank, Sustainable Cities Solutions.

STRATEGIES:
Develop a plan to reduce energy consumption with benchmarks; Insure a qualified person is available to certify that building improvements have been made to plans (energy audit); Utilize existing loan programs, e.g., Downtown Revitalization Program, and extend to residential; Develop a public awareness campaign on energy independence; Appoint a sustainable economic development liaison from the City of Fairfield to Alliant, DOE, and USDA; Alliant participation defined and agreements in place; Identify and apply for State and Federal rebates; Establish a community not-for-profit redevelopment company using existing skilled contractors and unskilled trainee labor; Establish, through local banks, energy mortgage financing models and back office processing so they can provide energy mortgages and other financing for residential and commercial developments; Market the availability of financing mechanisms for high efficiency retrofits of existing commercial and residential buildings

OBJECTIVE 2A (2): Develop a wide range of locally sourced renewable energy supplies in ways that create wealth in the community
Category: Energy & Emissions
Success Indicator/Date: Feasibility studies completed within first quarter 2010; Viable programs in place by 2012

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Alliant Energy; Maharishi University of Management (MUM);

STRATEGIES:
Launch a renewable energy research and development program among higher education institutions; Contract with a specialized consulting firm to conduct a feasibility study for a renewable energy portfolio; compare using an outside consulting firm with developing internal capabilities for a feasibility study

within Fairfield in partnership with ICLEI – Local Governments for Sustainability; Identify best fit technology for centralized power generation for the area; Create a plan, in partnership with existing utility providers, to seek funding for renewable power; Develop programs for residential, farming, industrial, and commercial use; Determine benchmarks for progress

Aim 2B: To create a model for economic development through the local food industry

OBJECTIVE 2B (1): Create, in collaboration with Hometown Harvest, an organization to develop local food production and processing
Category: Forestry & Agriculture
Success Indicator/Date: Percentage of food consumed that is locally produced rises from the current level of 1% to 5% by the end 2010 and 25% by 2015

RESPONSIBILITIES:
Lead: Hometown Harvest; Pathfinders Resource Conservation and Development (RC&D)
Secondary: Fairfield Entrepreneurs Association; Fairfield First!; Maharishi University of Management (MUM)

Fresh local produce for sale at the Farmer's Market

STRATEGIES:
Research successful local food models for local adoption (Woodbury County-Sioux City); Identify most successful local grower/processor programs and emulate; Partner with local, state and national organizations promoting local organic production and processing; Identify marketing opportunities local/state level; Involve all institutions as buyers; Develop community gardens

OBJECTIVE 2B (2): Establish Fairfield as an education center for local organic food production / processing
Category: Forestry & Agriculture
Success Indicator/Date: Level of enrollment at Maharishi University of Management (MUM), Indian Hills Community College, and other institutions; Reports on progress issued every two years beginning in 2010; Number of students retained in the local area

RESPONSIBILITIES:
Lead: Maharishi University of Management (MUM); Indian Hills Community College; Hometown Harvest; Pathfinders Resource Conservation and Development (RC&D);
Secondary: Fairfield Entrepreneurs Association; Fairfield First!; Sustainable Living Coalition

STRATEGIES:
Partner with production / education organizations; create an organic production and processing department at Maharishi University of Management (MUM), public schools, Indian Hills Community College, private educational organizations and experimental farms

Aim 2C: To establish Fairfield as a model Waste to Energy / Waste to Resource community

OBJECTIVE 2C (1): Understand all waste streams generated countywide, with plans developed to convert to assets or dispose of with minimal environmental Impact
Category: Recycling & Waste Reduction
Success Indicator/Date: Document waste streams; First plan developed by 2011 additional plans produced on regular intervals; 20% of the county waste transformed into resources by the end of 2010

RESPONSIBILITIES:
Lead: SEMCO Landfill; Community Sustainability Coordinator
Secondary: Waste Management of Fairfield

STRATEGIES:
Identify all waste streams and map as resources/waste; Collaborate and explore possibilities for joint venture projects with SEMCO Landfill, Waste Management; Engage local and national experts to assist in developing portfolio of waste as resource, or environmentally friendly way of disposing; keep in balance; Facilitate the Maharishi University of Management (MUM) vermicomposting project for expansion to a countywide project; Implement portfolio of waste to energy / resource projects including: vermicomposting, waste glass crushing to produce saleable material, waste glass molding to produce saleable items; Conduct a feasibility study of a methane capture/utilization program between landfill and municipality

OBJECTIVE 2C (2): Minimize waste streams through elimination of waste at source
Category: Recycling & Waste Reduction
Success Indicator/Date: Documented waste streams reduced by 2nd quarter of 2010

RESPONSIBILITIES:
Lead: City of Fairfield; Hy-Vee
Secondary: SEMCO Landfill; Maharishi University of Management (MUM) Food Service

STRATEGIES:
Increase bulk purchase program for groceries with the new Hy-Vee store; Support Radiance Dairy with their planned switch to reusable glass bottling by continuing to supply their products; Continue to offer the following bag program at Hy-Vee: collect used plastic bags (all types, not just Hy-Vee bags) from consumers for recycling at the regional Hy-Vee distribution center, offer paper bags as an alternative to plastic bags, offer cloth bags for purchase, incent consumers to use paper and cloth bags by paying consumers $.05/bag that they reuse; Secure DNR waste management or landfill grant to provide and distribute cloth bags to encourage home and commercial composting and vermicomposting.

Aim 2D: To develop financial resources for Fairfield's sustainability initiatives

OBJECTIVE 2D (1): Create and grow a specific green foundation
Category: Leadership, Education, & Outreach
Success Indicator/Date: All desired projects for creating sustainability in Fairfield optimally funded by 2018; progress toward this milestone reported annually

RESPONSIBILITIES:
Lead: IPAM-Iowa Progressive Asset Management
Secondary: Fairfield Entrepreneurs Association; Greater Jefferson County Foundation (GJCF)

STRATEGIES:
Create work group tasked with organizing above; work together to develop a green aspect to the Community Foundation

Aim 2E: To enhance sustainable business and job opportunities from the existing business base through attracting new industry and high tech sustainability businesses

OBJECTIVE 2E (1): Establish Fairfield and Jefferson County as a model for green-collar job creation
Category: Leadership, Education, & Outreach
Success Indicator/Date: Publication of the percentage of all jobs in the county that are classified as green-collar jobs in 2010

RESPONSIBILITIES:
Lead: Fairfield Economic Development Association; Fairfield Area Chamber of Commerce; Fairfield Entrepreneurs Association
STRATEGIES:
Index all potential green-collar jobs suitable for our region; Index all actual green-collar jobs in the county and report them as a percentage of all jobs in the county by sector; Support the Fairfield Economic Development Association's research and development of an agreed-upon definition of "Green Job" prior to all indexing

OBJECTIVE 2E (2): Establish Fairfield and Jefferson County as a center of excellence for sustainable technologies as well as the transformation of industry to more sustainable models
Category: Leadership Education, & Outreach
Success Indicator/Date: At least two such sustainable technology projects begun by second quarter 2010; A sustainability conference program developed by June 2010; the Fairfield community gains increasing recognition as industry leader by 2012; Number of articles and features in state and national media

RESPONSIBILITIES:
Lead: Community Sustainability Coordinator; City of Fairfield-Mayor; Fairfield First!
Secondary: Indian Hills Community College; Sustainable Cities Solutions; Maharishi University of Management (MUM); Fairfield Entrepreneurs Association

STRATEGIES:
Establish close links with key influencers at the state level with regular meetings with at least five key people by December 2009; Use our network of influence with industry and local government leaders in the county; Seek funding for research and development in these areas, e.g., Iowa Power Fund Grant application by Maharishi University of Management (MUM) for $2 million to launch a biofuels from algae project; Target new sustainable technologies such as biofuels from algae; Host a Midwest Conference on establishing the optimal economic environment for sustainability by May 2010; identify municipalities that have achieved success in this area and the key people who helped in the process; through discussions with these key people map out a program for our area and create a conference agenda; invite key innovators to participate; identify and invite key leaders from industry and government to the conference; Demonstrate the variety of renewable energy, clean-tech, and community environmental standards and services that have been commercialized

OBJECTIVE 2E (3): Revitalize Fairfield's downtown and cultural district as a sustainable hub of business, government, and civic activity
Category: Land Use
Success Indicator/Date: Plan for sustainable downtown and cultural district by June 2010; By 2014, recognition of downtown as a model for aesthetics and functionality for small towns

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Fairfield Area Chamber of Commerce; Fairfield Cultural Alliance; Fairfield First!; Fridays Art Walk; Beautification Commission

STRATEGIES:
Increase density of downtown through new residential construction and upgraded amenities; Engage downtown merchants in vigorous dialog about their collective vision to incorporate in land-use plan; Do a detailed model of what a fully revitalized downtown would look like; Work to connect Chamber businesses with recycling opportunities; Work with local organizations to electronically disseminate the household guide and other sustainable information; Conduct sustainability demonstration projects in downtown (Howard Park/Central Park) incorporating sustainability design elements; Engage citizens in a poster contest for the vision of revitalized downtown Fairfield; Build a 2010 Art Walk around the winning posters / visions; utilize them to energize citizenry around the potential and value of revitalization

Aim 2F: To create an entrepreneurial environment for development of innovative businesses

OBJECTIVE 2F (1): Attract human and financial capital with and for sustainability development
Category: Leadership, Education & Outreach
Success Indicator/Date: Capital investment in sustainable projects and technologies increases; Successful relocation and expansion of companies practicing sustainability; Increased sustainability-proficient/specific workforce levels

RESPONSIBILITIES:

Lead: Fairfield Economic Development Association; Fairfield Area Chamber of Commerce; Fairfield Entrepreneurs Association

Secondary: Local Banks: Iowa State Bank, First National Bank, Midwest One, Libertyville Savings Bank; Maharishi University of Management (MUM); Indian Hills Community College

STRATEGIES:

Work to connect venture capital resources to sustainable projects; Supplement business attraction marketing plan to additionally target innovative clean technology businesses, services, distribution, manufacturing, agriculture, and eco-tourism; Develop funding for creating and administering the marketing plan; Ensure that construction plans contain the information to ascertain the savings due to the retrofit; Increase exposure of Fairfield through trade shows and other marketing tactics; Work with public and private partners to structure incentives programs to attract or develop alternative energy companies to Fairfield; Facilitate and identify venture capital sources targeting sustainable projects.

Organic produce being grown in a greenhouse just outside of Fairfield

Land use, Buildings, and Transportation

Goal 3: To achieve sustainable community design and public policy and infrastructure

Aim 3A: To significantly reduce energy consumption in new and existing buildings and increase renewable energy use

OBJECTIVE 3A (1): Reduce city-wide building energy use by 40% by 2020
Category: Green Buildings
Success Indicator/Date: 7% energy use reduction by June 2010, 13% reduction by June 2011, 20% reduction by June 2013, 27% reduction by June 2015, 33% reduction by June 2017, 40%+ reduction by June 2020; All new buildings carbon neutral by 2030; All buildings carbon neutral by 2050

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Alliant Energy; Sustainable Cities Solutions; Maharishi University of Management (MUM)

STRATEGIES:
Create benchmarks of city's energy usage for 2007 and 2008 as part of Inventory of communities' GHG emissions; Leverage existing energy partner incentive programs for existing buildings and new construction; Utilize and interface with Alliant Energy's Power University program structure and deploy "neighborhood efficiency" teams to winterize homes; Monitor new buildings for compliance with existing state energy code; Make energy efficiency a priority through building code improvements; Promote purchase of Energy Star appliances and lighting upgrades in homes and businesses; To demonstrate leadership, reduce energy use in all City of Fairfield departments, ahead of city-wide schedule; Establish and note energy efficiency requirements of buildings at point of sale

OBJECTIVE 3A (2): Develop a Community Wind Project to integrate clean power into Fairfield's energy portfolio
Category: Energy & Emissions
Success Indicator/Date: Renewable energy feasibility study completed by first quarter 2010

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Maharishi University of Management (MUM); Indian Hills Community College; Alliant Energy; Sustainable Cities Solutions

STRATEGIES:
Investigate and integrate renewable energy sources; Place a prominent energy display in the community; Work with Alliant Energy to develop the plan and implementation

Aim 3B: To enhance building performance through sustainable design and engineering, which saves resources and enhances the well-being of the people who occupy the building

OBJECTIVE 3B (1): Promote LEED certification for new and existing buildings through education, promotion & incentives
Category: Green Buildings
Success Indicator/Date: LEED registration for 50% of all new buildings, 25% new residences and 50% commercial remodeling projects annually, starting in 2010; Education/ consultation plan established by end of January 2010; 50% of building projects to pursue sustainability review by January 2011; Annual 20% increase in adoption of measures

RESPONSIBILITIES:
Lead: City of Fairfield; Fairfield First!
Secondary: C-wise; Green Planning Commission

STRATEGIES:
All new city buildings to be LEED Silver Certified; Tax abatement program; Secure funding for green building workshops with individual owners; Identify new building projects – provide consultation to owners; Raise awareness of the efficacy of sustainable building through education campaigns; Connect building owners with utility programs and incentives; Document and track changing practices

Aim 3C: To establish sustainable planning for a sustainable community

OBJECTIVE 3C (1): Continually update City of Fairfield's Comprehensive Plan to create positive sustainable development principles
Category: Land Use
Success Indicator/Date: First update by 2010; Bi-annual review of adherence with plan

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Green Planning Commission

STRATEGIES:
Promote strategic placement of services for mixed-use and mixed-income growth, including market study; Promote compact walkable/bikable communities; long term cost evaluations of ratio of tax benefit to cost of expanded services; Ensure incorporation of triple bottom line measurement – people, prosperity, planet; Evaluate and adopt a model for strategic sustainability planning, such as SmartCode or LEED for Neighborhoods

OBJECTIVE 3C (2): Encourage collaboration within cities, county, and other entities in establishing sustainable land-use planning throughout Jefferson County
Category: Land Use

Success Indicator/Date: County wide education program launched by June 2010; County-wide plan completed within 5 years

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Jefferson County Conservation Board; Sierra Club

STRATEGIES:
Summit of cities and county; Create agreements of mission between cities and county; Farm energy and greenhouse gas (GHG) audits

Eco-paved parking lot outside of Chapell Studio

Aim 3D: Significantly reduce greenhouse gasses (GHG) emissions resulting from transportation

OBJECTIVE 3D (1): Endorse and encourage private-sector plans aimed at decreasing fossil fuel consumption
Category: Transportation

Success Indicator/Date: Reduction of GHG emissions: 10% reduction by 2012 (2.5% per year) using the GHG emissions study as benchmark, 20% reduction by 2020, 40% reduction by 2030

RESPONSIBILITIES:
Lead: Dexter; Cambridge
Secondary: Green Planning Commission; Jefferson County Health Center; Jefferson County Trails Council

STRATEGIES:
Car-pooling incentives (monetary, preferred parking); Increase fuel-efficiency requirements and alternative fuel use for company vehicles; Switch company vehicles to alternative fuels and encourage human powered transit; Collaborate with health insurance companies to establish incentive programs

OBJECTIVE 3D (2): Create conservation of, and alternatives to, fossil fuels
Category: Transportation
Success Indicator/Date: Reduction in fossil fuel use: 10% reduction by 2012 (2.5%/year) using the GHG emissions study as benchmark, 25% reduction by 2020, 55% reduction by 2030

RESPONSIBILITIES:
Lead: City of Fairfield; Fairfield First!
Secondary: Green Planning Commission; Maharishi University of Management (MUM)

STRATEGIES:
Initiate programs like Zipcars and Yellow Bikes; Increase fuel-efficiency requirements for municipal vehicles; Switch to alternative fuel municipal vehicles and encourage more bicycle patrols; Support infrastructure for Neighborhood Electric Vehicles (NEVs) within city and county (preferred parking, signage and/or passing lanes for low-speed vehicles); Promote and educate on the use of alternative tools for lawn care; Provide incentives for companies offering alternative fuels and vehicles

OBJECTIVE 3D (3): Expand infrastructure for pedestrians and cyclists
Category: Transportation
Success Indicator/Date: Full adoption of Fairfield Walking/Biking plan; 100% connectivity of walking/biking routes within city limits by 2020

RESPONSIBILITIES:
Lead: City of Fairfield

Secondary: Jefferson County Trails Council; Fairfield Community School District (FCSD); Jefferson County Health Center

STRATEGIES:
Add bike lanes, increase bicycle parking in preferred locations; Bike rack sponsorship program; Continue to improve and expand sidewalks; Support continued expansion of trails system; Expand signage and other traffic controls in favor of pedestrians and cyclists; Incorporate bike and pedestrian infrastructure into zoning and subdivision requirements

Aim 3E: To adopt best practices in land use, facilities management, and city services

OBJECTIVE 3E (1): Encourage a transition to healthier, more resource efficient operations and maintenance
Category: Land Use
Success Indicator/Date: Municipal adoption of policy in 2009 and full implementation in 2010; Adoption by businesses employing more than four people: 50% by 2012 and 100% by 2016

RESPONSIBILITIES:
Lead: City of Fairfield; Fairfield Community School District (FCSD)
Secondary: Sustainable Cities Solutions

STRATEGIES:
Evaluate operating procedures (by city and businesses) that employ a third party certification for health standards and resource efficiency (e.g., EPA procurement guidelines, Green Seal); Encourage businesses to showcase resource efficient and non-toxic products and procedures; Educate on benefits of switching to green cleaning in businesses and homes; Expand on-line bill payment, for municipality and private-sector; FCSD role: document shifts to green cleaning, direct deposit, online business practices (leave of absences, invoicing, ordering, transportation requests, etc.)

OBJECTIVE 3E (2): Achieve high levels of recycling / compost and significant improvements in management of hazardous waste
Category: Recycling and Waste Reduction
Success Indicator/Date: Increased diversion of materials from landfill: 20% increase by 2010, 50% by 2014, 80% by 2016, 95% by 2020

RESPONSIBILITIES:
Lead: SEMCO Landfill
Secondary: Waste Management of Fairfield

STRATEGIES:
Establish benchmark (tons of trash, yard clippings, recyclables); Create incentives that encourage recycling and discourages trash; Expand commercial recycling program; Increase quantity and convenience of recycling containers and facilities (including at public events like Art Walk and at public facilities); Increase quantity and convenience of hazardous waste and computer drop-offs; Expand and promote Construction and Demolition recycling program; Provide and maintain battery/toner recycling

containers where these items are sold; Identify an accessible area for community composting of food and yard trimmings Develop a unique "green" method of citywide pick up and delivery of compost materials from curbside or specific drop-off sites to compost site (Use horses and wagons stored at Maasdam Barns Make leaf pick up available to all citizens so leaf burning can be reduced/eliminated); Establish zero waste events

OBJECTIVE 3E (3): Increase efficiency of potable water use and improve performance of sanitary sewers
Category: Sustainable Water
Success Indicator/Date: Reduce potable water use: 25% by 2012, 50% by 2015; Reach independence from aquifer as primary water source by 2030

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Sierra Club

STRATEGIES:
Continue identification and repair of breeches in the sanitary sewer system; Continue upgrading wastewater plant; Develop alternatives for sludge management; Offer incentives to upgrade to more efficient toilets, showerheads and faucet aerators; Create plan for independence from aquifer; Municipal sources for water for landscaping from rainwater

OBJECTIVE 3E (4): Improve management and quality of stormwater
Category: Sustainable Water
Success Indicator/Date: Eliminate Storm Sewer overflows; Reduce volume of stormwater runoff by 10% every two years until pre-development rates achieved; Improve quality of stormwater, 10% every two years until 90% reduction of total suspended solids, phosphorous and nitrogen achieved

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Sierra Club

STRATEGIES:
Establish benchmark for water quality and monitor progress; Municipal adoption of Best Management Practices (BMPs); City-wide plan for stormwater management; Implement stormwater quality and quantity requirements for all new and remodel projects; BMP's include items such as: rain gardens, rain barrels, vegetated swales, infiltration strips, oil / sediment filters in parking lots and car washes and auto shops, non-toxic lawn care, proper hazardous waste disposal, pervious paving, etc.

OBJECTIVE 3E (5): Develop and preserve natural habitats and increase carbon sequestration
Category: Forestry & Agriculture
Success Indicator/Date: Establish city policy and plan by 2010; Launch campaign by 2010; Increase acres of land in preservation by 25% by 2015

RESPONSIBILITIES:
Lead: City of Fairfield
Secondary: Jefferson County Conservation Board; Sierra Club

STRATEGIES:
Planting campaign for carbon sequestration – trees and deep rooted perennials; Require organic farming methods on city owned land; Discourage sale/purchase/planting of invasive species; Designate city and private land for preservation and native plant restoration with a focus on ecologically critical areas such as drainage ways and wetlands; Plan for wildlife corridors; Educate on benefits of Integrated Pest Management (IPM) and natural weed control; Encourage sale/purchase of alternatives to fossil fuel based fertilizers for residential lawns; City adoption of IPM and alternative fertilizers; Establish municipal policy for maintenance of native plantings areas; Showcase projects and host events like Backyard Abundance

OBJECTIVE 3E (6): Develop a community greenbelt including fruit trees and edible landscapes
Category: Forestry & Agriculture
Success Indicator/Date: 20,000 new trees planted by 2012

RESPONSIBILITIES:
Lead: City of Fairfield; Jefferson County Conservation Board
Secondary: Sustainable Living Coalition

STRATEGIES:
Create a task force to design and develop a plan for planting new trees; Work with Trees Forever, Nature Conservancy, Arbor Society to accomplish goal; Work with all Fairfield Schools to involve students with the project; Plant 500 native fruit trees annually over a ten year period

Stormwater retention ponds and native prairie outside of Chapel Studio

Glossary

A

Alternative power, is an umbrella term that refers to any source of usable energy intended to replace fuel sources without the undesired consequences of the replaced fuels. This includes renewable energy such as wind and solar, but also, coal gasification as an alternative to imported oil.

B

Backyard Abundance, is an Iowa City organization that holds free public events showcasing yards that support urban food production and support of native plant and animal life.

C

Carbon Footprint, measure of the impact human activities have on the environment in terms of the amount of green house gases produced, measured in units of carbon dioxide

Carbon Sequestration, is the storage of carbon dioxide (usually captured from the atmosphere) in a solid material or container through biological, chemical or physical processes, with the intention of controlling global warming. Planting trees and increasing organic content of soil are two biological methods.

Clean-Tech, also referred to as green-tech, is an economic sector that promotes research, development and production of technologies intended to reduce the effects of climate change and protect the environment, i.e. solar, wind, water, geothermal energy, energy efficiency, ethanol, biofuels, fuel cells, batteries.

Climate Change is caused by the accumulation of greenhouse gases in the lower atmosphere. The global concentration of these gases is rapidly increasing, mainly due to human activities, such as the combustion of fossil fuels (which release carbon dioxide) and deforestation (because forests remove carbon from the atmosphere). The atmospheric concentration of carbon dioxide, the main greenhouse gas, has increased by 30 percent since preindustrial times. Rising global temperatures will bring changes in weather patterns, rising sea levels and increased frequency and intensity of extreme weather.

Community Gardens, land gardened by a group of people, typically owned by a non-profit or local government, which can be subdivided into individual plots or cared for collectively.

Community Supported Agriculture (CSA) is a farming operation for which people purchase a subscription for the season's local produce. This provides financial security for the grower and an ongoing supply of fresh produce for the subscriber.

E

Eco-Tourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." (The International Ecotourism Society, TIES) It involves a strong education component that increases awareness of local environmental and cultural concerns and incorporates sustainable (non-polluting) means of travel, dining, entertainment and lodging.

Energy Audit, a process used to evaluate the usage of electricity in your home, building or business. The purpose of the process is to identify opportunities to increase efficiency through equipment retrofits or repairs.

Energy Conservation is decreasing the quantity of energy used, such as, turning off lights, driving less, changing the thermostat.

Energy Efficiency is using less energy to provide the same level of energy service, for example, a car that gets 42 mpg is more energy efficient than one that gets 18 mpg.

Energy Efficient Mortgage (EEM), is a mortgage that credits a home's energy efficiency in the mortgage itself. EEMs give borrowers the opportunity to finance cost-effective, energy-saving measures as part of a single mortgage and stretch debt-to-income qualifying ratios on loans thereby allowing borrowers to qualify for a larger loan amount and a better, more energy-efficient home.

Energy Independence is providing for all energy demands within a defined function or area. Whether it is at the level of a nation, state, city, a neighborhood or a single home or business, will affect the means of energy production available.

EPA – Comprehensive Procurement Guidelines (CPG) The CPG program promotes the use of materials recovered from solid waste to ensure the use of recycled materials in the manufacture of new products. Products purchased with federal funds are required to comply with the CPG. Some cities, states and companies have chosen to adopt the CPG.

F

Feebate, a combination of fees and rebates to be implemented, in order to achieve specific market shifts. For example, when you bought a new car, you would pay an extra fee if it were an inefficient user of fuel, or alternatively get a rebate if it were energy-efficient.

G

Greenbelt, is a designated belt of recreational parks or undeveloped and uncultivated land surrounding, or woven through, a community for the purpose of preserving or restoring local habitat. A greenbelt is often created and enforced by local zoning, covenant or deed restriction.

Green Buildings, through better site design, energy efficiency, selection of materials and promotion of healthier indoor environments, green buildings are designed, constructed and operated to reduce the overall impact of the built environment on human health and the natural environment.

Green-Collar Jobs, jobs that are blue collar jobs in green businesses, that is, manual labor jobs in businesses whose products and services directly improve environmental quality, that also provide a wages and benefits sufficient to support a family.

Green House Gas Emissions (GHG) refers to the release of gases that trap heat in the earth's atmosphere. Concentrations of some greenhouse gases occur naturally. The principle concern is for rapid increases of GHG that enter the atmosphere because of human activities. The most prevalent gases are: Carbon dioxide, methane, nitrous oxide and three groups of fluorinated gases (sulfur hexafluoride, HFC's

and PFC's). The principal source of human generated GHG is from burning fossil fuels. Other sources include; agriculture, forestry, other land use, and waste management.

Recent rapid increases in greenhouse gases are increasing the temperature of the atmosphere which is predicted to cause dramatic changes in weather patterns, rising sea levels, increases in drought and flooding, to name a few.

Green Seal is an independent non-profit, third-party certifier of products and services. A Green Seal Certification Mark on a product means that; it has gone through a stringent process to show that it has less impact on the environment and human health, that it works as well as or better than others in its class, and that it has been evaluated without bias or conflict of interest.

I

Integrated Pest Management (IPM) is an effective and environmentally sensitive approach to pest management that relies on a combination of common-sense practices. IPM programs use current, comprehensive information on the life cycles of pests and their interaction with the environment. This information, in combination with available pest control methods, is used to manage pest damage by the most economical means, and with the least possible hazard to people, property, and the environment.

L

Leadership in Energy and Environmental Design (LEED), A green building rating system developed by the US Green Building Council (USGBC) that provides measurement and verification for the performance of green buildings, including consideration of water and energy efficiency, site design, responsible use of materials, indoor environmental quality, and innovation.

Locally produced refers most commonly to food production systems which include production, processing, distribution and consumption. It sometimes refers to goods and services. The intent is to reduce the scale and number of intermediate steps typical of industrial production. Local production helps keep dollars, quality and social networks strong in a community. Local is a small geographic area, such as the counties of southeast Iowa.

M

Methane Capture, Methane from landfills, sewage treatment and livestock production, that would otherwise enter the atmosphere, can be captured and used as a source of energy. Methane capture is important for combating climate change because it is over 20 times more effective in trapping heat in the atmosphere than carbon dioxide (CO_2).

N

Natural Materials, is any product or physical matter that comes from plants, animals, or the ground. Examples include: wood, bamboo, wool, cotton, jute, stone, clay, soil and minerals and metals that can be extracted without chemical modification.

Native Plants, is one that grows in the same habitat in which it originated. It can be native to a continent, state, or region. Plants that are imported or relocated to new habitats can become **invasive**. An invasive plant has the ability to thrive and spread aggressively outside its natural range because it has not evolved

with natural predators in its new location. Invasive plants can displace native plants, thereby disrupting the balance of other organisms in the area.

O

Organic Food, are comprised of plants and animals grown/raised without the use of pesticides, hormones, or synthetic chemicals.

R

Renewable Energy, energy generated from natural sources such as: sunlight, wind, rain, tides and geothermal heat—which is naturally replenished.

Renewable Materials are substances derived from a living tree, plant, animal or ecosystem which has the ability to regenerate itself. A renewable material can be produced again and again. For example, bio-plastics derived from vegetable oil, instead of petroleum.

Renewable Resource, a natural resource qualifies as a renewable resource if it is replenished by natural processes at a rate comparable or faster than its rate of consumption by humans. Solar radiation, tides, winds and hydroelectricity are *perpetual resources* that are in no danger of long-term availability. Renewable resources may also mean commodities such as wood, paper, and leather, if harvesting is performed in a manner that does not deplete the health of the system from which they are harvested.

S

Sustainability, a way of working and living that balances immediate needs for commerce, living, habitation, food, transportation, energy and entertainment with future needs for these resources and systems as well as the liveliness and support of nature, natural resources and future generations. It addresses human and natural systems (such as social justice, meaningful experiences, social values, biodiversity, ecosystem services and lifecycle food chains) as well as economic systems (such as market viability, profit and returns) in order to meet needs and desires without endangering the viability of future generations or endeavors. [Source: Presidio School of Management, Natural Capitalism]

Sustainable Community, "In a sustainable community, resource consumption is balanced by resources assimilated by the ecosystem. The sustainability of a community is largely determined by the web of resources providing its food, fiber, water, and energy needs and by the ability of natural systems to process its wastes. A community is unsustainable if it consumes resources faster than they can be renewed, produces more wastes than natural systems can process or relies upon distant sources for its basic needs." [Source: Sustainable Community Roundtable Report of South Puget Sound]

Sustainable Development, "…development that meets the needs of the present without compromising the ability of future generations to meet their own needs" [Source: Bruntland Commission, convened by the United Nations in 1983]

Smart Code, a unified land development ordinance template for planning and urban design. It folds zoning, subdivision regulations, urban design, and basic architectural standards into one compact document.

V

Vermicomposting, a composting method which uses earthworms to turn organic wastes into very high quality compost.

W

Waste-to-Energy (WtE) or energy-from-waste (EfW) is the process of creating energy in the form of electricity or heat from the incineration of waste source such as methane, methanol, or ethanol which can be captured from landfills, sewage treatment, or agricultural practices.

Energy-saving LED traffic lights outside of the post office


FAIRFIELD