

7 Pilot Project Sustainability Goals

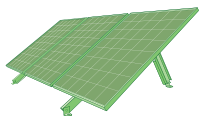
The following pages outline the final Sustainability Goals for the neighborhood, indicators, targets, and both community and individual actions that support each goal.

Green Energy



Goal 1: Increase Energy Conservation

Primary Indicators	Targets	Community Actions	Individual Actions
Total residential energy use Total non-residential energy use 2009 Baseline (Zip 20008) Residential 548.4 Gigawatt-hours/year 7,281,410 Therms/year 2009 Baseline (Zip 20008) Non-Residential 255.9 Gigawatt-hours/year 13,175,528 Therms/year	2020 Community Target 22% reduction from 2009 baseline on annual rate of 2%	/ Create energy audit and weatherization drives in the community / Organize "Energy Diet" programs / challenges / Promote a "Lights-Off!" initiative to encourage local institutions / residents to turn off non-essential lights / Conduct energy efficiency drives promoting EnergyStar appliances, CFLs, etc. / Conduct green roof and cool roof drives for local businesses and institutions	/ Participate in energy audit and weatherization drive / Use EnergyStar appliances / Convert to using CFL or LED lights / Consistently follow a practice to turn off non-essential lights / Enroll in 'Energy Diet' / conservation programs / Install a green or cool roof



Goal 2: Increase Production of Renewable Energy

Primary Indicators	Targets	Community Actions	Individual Actions
Total kWh / year of renewable energy produced in NSIP Area: 2010 Baseline (ANC 3F) Residential: 29 kW installed capacity (5 PV installations) Commercial: 0 kW installed capacity Government: 36.6 kW installed capacity at Wilson Pool Institutional: 2 kW (PV) and 400W (wind) installed capacity at UDC	2020 Community Target Achieve 20% energy from renewable sources by 2020	/ Create energy co-ops to buy / install renewable energy solutions in the neighborhood residences and businesses / Organize a "Renewable Energy Sign-Up" drive / Organize and host neighborhood workshops about renewable energy products	/ Participate in energy co-op to install solar panels / other renewable energy sources / Install solar hot water / energy through non-co-op / Sign up to receive / increase renewable energy through clean energy supplier / Participate in neighborhood renewable energy workshops / education opportunities

KEY TERMS

- / **Socially-relevant NSIP activities** - NSIP activities that increase community bonds, build knowledge, and / or contribute to personal well-being.
- / **RiverSmart Homes** - DC Department of the Environment program that offers incentives to homeowners who are interested in reducing stormwater runoff from their properties.
- / **Energy Diet** - reducing daily activities such as driving, heating, and the consumption of products and services that contribute to energy emissions.
- / **Energy Audit** - an inspection, survey and analysis of energy flows for energy conservation in a building, process or system in order to evaluate the need and practicality for energy efficiency retrofits.



Goal 3: Increase Environmental Management of Buildings

Primary Indicators	Targets	Community Actions	Individual Actions
<p>Number of buildings that have implemented an Environmental Management Plan and / or adopted a Green Scorecards System</p> <p>Percent of buildings with the highest rating on the Green Scorecard</p> <p>2010 Baseline (ANC 3F)</p> <p>0 EMP programs</p> <p>0% building that exceed minimum Green Scorecard requirements</p>	<p>2011 Community Target</p> <p>Initiate the EMP program in 2010 and recommend two buildings to pilot the EMP program in 2011</p> <p>100% of participating buildings should exceed minimum Green Scorecard requirements (requirements to be defined by working group)</p>	<p>/ Create a condo / business green rating system</p> <p>/ Create an Environmental Management Plan (EMP) for multifamily dwellings, rentals, churches and other institutional anchors</p> <p>/ Organize drive to promote local institutions / businesses / condos to adopt an Environmental Management Plan (EMP) that encourages green operations</p>	<p>/ Participate in an Environmental Management Plan (EMP)</p>

Green Environment



Goal 4: Increase Water Conservation

Primary Indicators	Targets	Community Actions	Individual Actions
<p>Total residential potable water usage</p> <p>Baseline Consumption (ANC 3F)</p> <p>9.047 CCF per month</p>	<p>2020 Community Target</p> <p>30% consumption reduction from the 2010 baseline</p>	<p>/ Launch "Stop-the-Drip" campaign to educate residents to repair leaky / wasteful faucets.</p> <p>/ Launch "Green Gardeners" program to educate / assist local residents, business owners, and institutions on the fundamentals of green gardening practices and LID</p> <p>/ Create a rainwater harvesting / greywater reuse initiative to promote reduced potable water use for irrigation</p>	<p>/ Install a water reuse system (rain-barrel / greywater reuse etc.) in home / business</p> <p>/ Reduce turf and increase native plants in garden / lot</p> <p>/ Participate in the 'Stop-Drip' campaign</p> <p>/ Participate in 'Green Gardeners' program</p>



Goal 5: Increase Water Quality in Neighborhood Streams

Primary Indicators	Targets	Community Actions	Individual Actions
<p>Number of RiverSmart homes in the NSIP Pilot Area</p> <p>Annual load of fecal coliform</p> <p>Annual load of lead</p> <p>Annual load of TSS</p> <p>Annual load of BOD</p> <p>Annual load of phosphorus</p> <p>2010 Baseline (ANC 3F)</p> <p>38 RiverSmart homes</p> <p>Baseline Avg. Annual Load</p> <p>4.76E_07 MPN/100ml of fecal coliform</p> <p>10.8E+03 mg/L of lead</p> <p>21,400 mg/L of TSS</p> <p>12,100 mg/L of BOD</p> <p>280 mg/L of phosphorus</p>	<p>2020 Community Targets</p> <p>Double the number of RiverSmart homes in the study area compared to the 2010 baseline</p> <p>25% reduction in annual fecal coliform loads on annual rate of 2.5%</p> <p>36% reduction in annual lead loads on annual rate of 2.8%</p> <p>25% reduction in annual TSS loads on annual rate of 2.5%</p> <p>25% reduction in annual BOD loads on annual rate of 2.5%</p> <p>25% reduction in annual phosphorus loads on annual rate of 2.5%</p>	<p>/ Create a rain garden / LID resource group that promotes and assists residents / institutions with information / installations</p> <p>/ Create a "No-Chemicals!" campaign to reduce chemical pesticides / herbicides / fertilizer use</p> <p>/ Launch initiative to advocate for water quality and LID issues at local public / design review meetings</p> <p>/ Facilitate green landscaping workshops for local landscape firms (SARE Coordination)</p>	<p>/ Practice organic gardening (with no fertilizers and pesticides)</p> <p>/ Install a rain garden / other Low Impact Development measure</p> <p>/ Reduce pervious surfaces to lower stormwater runoff from property</p> <p>/ Control pet waste</p> <p>/ Dechlorinate swimming pool discharge</p> <p>/ Reduce debris and trash</p>



Goal 6: Restore, Enhance, and Protect Tree Canopy

Primary Indicators	Targets	Community Actions	Individual Actions
Percent of land area under tree canopy Carbon sequestered by trees in the community 2010 Baseline (ANC 3F) 65% tree canopy cover 39% tree canopy cover (excluding Rock Creek Park) 4,400 MT CO ₂ e / year sequestered	Community Target Maintain existing canopy cover	<ul style="list-style-type: none"> / Organize community tree planting drives (CPTs) with Casey Trees / Institute 'Adopt-a-Tree' campaign to promote care and protection of trees / Protect existing trees during the construction process 	<ul style="list-style-type: none"> / Participate in a community tree planting activity / 'Adopt-a-Tree' / Plant new trees on my property

Mobility



Goal 7: Increase Use of Greener Modes of Transportation

Primary Indicators	Targets	Community Actions	Individual Actions
Percent change in average week-day entries in May at Van Ness-UDC and Tenleytown-AU Metros Percent change in average monthly Capital Bikeshare ridership 2010 Baseline Van Ness-UDC, 7,154 average week-day entries in May Tenleytown-AU, 7,091 average week-day entries in May UDC, 422 bikeshare trips in October* Tenleytown, 224 bikeshare trips in October*	2011 Community Target 5% increase in WMATA and Capital Bikeshare ridership from 2010 baseline	<ul style="list-style-type: none"> / Establish a committee that will review and explore shared shuttle programs with local institutions / From a group that tracks gaps and improvements on local side walks / bikeways and trails / Establish a Facebook page to facilitate car pooling / Conduct aggressive neighborhood promotions for "Bike to Work Day" and other alternate transportation options / Organize and support CAPA and other grassroots community efforts to improve pedestrian safety in the community 	<ul style="list-style-type: none"> / Use a shared shuttle for daily / occasional commuting / Request local business to install bike racks / Use alternate means of transportation at least once a week / Become a member of a car pool network / Support development initiatives encouraging walking, biking, shopping and working locally / Advocate for Bus Rapid Transit (BRT) and Streetcars

*Baseline data pulls October ridership only due to data availability.

Green Economics



Goal 8: Increase the Number and Quality of Local Green Businesses

Primary Indicators	Targets	Community Actions	Individual Actions
Number of certified green businesses 2010 Baseline 0 locally certified businesses	2011 Community Target Initiate Green Business Program in 2010 and recommended 2011 certification target of 10	<ul style="list-style-type: none"> / Create a list / directory of local green businesses / Create a community award / recognition program for local green businesses 	<ul style="list-style-type: none"> / Ask local markets to carry local / organic / fair trade food items / Support and shop at locally recognized green businesses / Obtain a local green business certificate

Green Social Capital



Goal 9: Expand the Community's 'Green Social Capital'

Primary Indicators	Targets	Community Actions	Individual Actions
<p>Number of participants in NSIP Pilot activities</p> <p>Number of NSIP Pilot activities conducted</p> <p>2010 Attendance/ participation Total 700 participants* 400 during the 2009 and 2010 Expos 200 during 4 workshops 100 at the workgroup and TAC meetings</p> <p>2010 Meetings/Activities Total 27 Meetings* 2 Expos, 4 Workshops, 3 TAC Meetings 18 Workgroup Meetings</p> <p>* as of October 2010 ** attendance can be double counted and is estimated</p>	<p>2011 Community Target</p> <p>100 Participants in workgroup-led activities</p> <p>20 Workgroup-led meetings</p>	<p>/Establish a Saturday Swap "Freecycle" facility using temporary urbanism opportunities</p> <p>/Create a resource that summarizes existing and promotes new sustainability curriculum / education opportunities available in neighborhood</p> <p>/Create new and improve existing community gardens</p> <p>/Educate / engage community through green journal / newspaper / website</p> <p>/Organize seminars showcasing community sustainability efforts and best practices</p> <p>/Create and interactive sustainability map to include farmers markets, compost piles etc.</p>	<p>/Participate in neighborhood 'freecycle' program</p> <p>/Actively participate in the neighborhood community garden program</p> <p>/Subscribe to the NSIP newsletter, follow the Facebook page and keep up with the sustainability news</p> <p>/Become a member of a co-op</p>