

Smart Growth in a Bear Market

9th Annual Smart Growth Conference
Seattle, WA

Presented by:
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NADO Research Foundation

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Who is NADO

- DC-Based 501-C3
- 42-years of advocacy, outreach and policy efforts on behalf of rural – small metro
- 560 members nationwide
- Issues covering environmental, transportation, economic development, disaster mitigation/recovery, etc.

The logo for NADO (National Association of Development Organizations) is located in the bottom right corner. It features the word "NADO" in a blue, serif font. A red swoosh underline is positioned under the "A" and "D".

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Current Landscape

- Budgets a slim – Fed, State, Local
- Unemployment – 10 %
- Foreclosures – 1 in 136*
- Capital markets are in the tanks
- Morale is down

*Q3 2009 report from realtytrac.com

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Tips for SG in a BM

- Ebbs and Flows of the market
- Asset Map
- Start with the grass-roots stuff that will get the community thinking in a different direction and give them a sense of ownership
- Set small goals and achieve them

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Enhancing Transit and Transportation Systems

- Bus stops, van pools, bike lanes, park and ride
- Lining up vendors for projects that may happen down the road (street-scapes, LED traffic signals, etc)
- TEST Market ideas for when the money flows – Aldis Gridsmart
- Bulk purchase program for LED traffic signals

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Federal \$\$\$

- Federal Gov't is ON BOARD
- \$100bn for transportation and infrastructure projects – www.grants.gov
- EECBG
- EPA BF Grants/RLF
- EDA money – Jobs and Leverage
- USE YOUR REGIONAL COUNCILS!!!!

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State \$\$\$

- DSIREusa.org - Caveat.... Make sure you type it in correctly

The screenshot shows the DSIRE website homepage. At the top, there is a red banner with the DSIRE logo and the text "Database of State Incentives for Renewables & Efficiency". To the right of the banner are logos for the U.S. Department of Energy, Energy Efficiency and Renewable Energy, the North Carolina Solar Center, and IREC. Below the banner is a navigation menu with links for Home, Glossary, Links, FAQs, Contacts, and About Us. The main content area features a "DSIRE SOLAR" sidebar on the left with a "Resources" section containing links for Summary Maps, Summary Tables, Library, Search, and What's New?. The main content area includes a description of DSIRE as a comprehensive source of information on state, local, utility, and federal incentives and policies. Below this is a section for choosing databases, with checkboxes for "Renewable Energy" and "Energy Efficiency", both of which are checked. To the right of this section is a link for "Federal Incentives" accompanied by a small American flag icon. At the bottom of the page is a map of the United States with state abbreviations labeled on each state.

Seattle – Density Bonus

Seattle - Density Bonus for Green Buildings

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Last DSIRE Review: 03/30/2009

Program Overview:

State:	Washington
Incentive Type:	Green Building Incentive
Eligible Efficiency Technologies:	Comprehensive Measures/Whole Building
Eligible Renewable/Other Technologies:	Passive Solar Space Heat, Solar Water Heat, Solar Space Heat, Photovoltaics, Wind, Biomass, Daylighting, Small Hydroelectric
Applicable Sectors:	Commercial, Residential
Web Site:	http://www.seattle.gov/dpd/GreenBuilding/OurProgram/PublicPolicy/...
Authority 1:	City of Seattle Ordinance Number: 122054
Date Enacted:	4/12/2006

Summary:

Mayor Nickels signed new downtown zoning legislation in April 2006 which established an incentive for the construction of green buildings. The incentive applies to buildings in the central office core and adjoining areas, including Denny Triangle and a portion of Belltown. Commercial and residential buildings in those portions of downtown which achieve a minimum LEED* certification at the Silver level can be built to greater heights and/or greater maximum floor areas. The Downtown Zoning Ordinance allows owners and developers to use either the LEED for New Construction (LEED-NC) or LEED for Core & Shell (LEED-CS) products. LEED-NC covers all building elements, including core and shell and interiors. LEED-CS covers base building elements (structure, envelope and systems).



Branding the Movement

- Credibility
- Creating the vision
- Educate
- Front-of-Mind
- Marketing the message



Building public support

- Above all decisions need to be made with community support
- Continuous two-way communication
- Survey the community – mailings/door-to-door
- Town hall meetings, Design Charrettes
- Things that help give the community a sense of ownership

The logo for NADO (North American Drought Outlook) features the word "NADO" in a blue, serif font. A red swoosh underline is positioned under the "A".

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Research and Recon

- Are there vendors nearby for solar PV systems, storm water capture systems, porous drainage products, recycled building materials?
- Begin inventory and prioritizing possible brownfield redevelopment projects – TBA? Area-Wide?
- What can be easily improved upon with the least amount of capital outlay?

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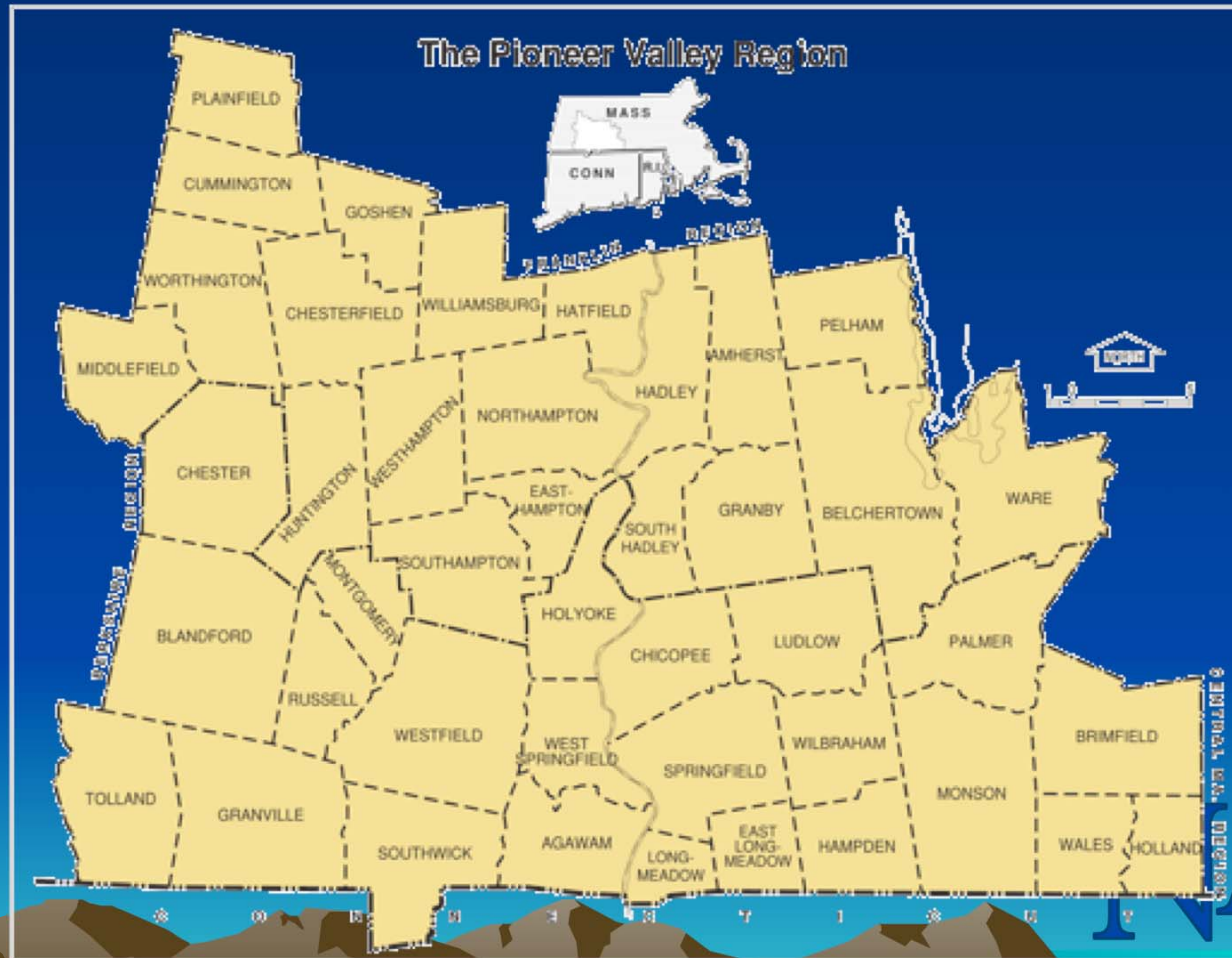
Lead by Example

- Energy-Efficient street lamps and lighting
- Programming HVAC
- Recycling
- Locally sourced food systems



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Pioneer Valley Planning Commission



INNOVADO

PVPC Transparency

Resource Center

[Projects and Plans](#)
[Reports](#)
[Publications](#)
[Data and Statistics](#)
[Archives](#)
[Affiliate Agencies](#)
[Additional Information](#)

Projects and Plans

For more extensive lists of projects and plans by category, visit individual PVPC Section pages under the Activities tab.

[PVTA Onboard Customer Survey Report \(pdf\)](#)

[PVTA Study of Main Street Bus Stops and Parking in Downtown Springfield \(pdf\)](#)

[Economic Stimulus Projects](#)

[Knowledge Corridor Passenger Rail Study](#)

[Route 112 Scenic Byway Corridor Management Plan – Hampshire County](#)

[Clean Energy Plan](#)

[Regional Transportation Plan \(RTP\)](#)

[Plan for Progress \(PFP\)](#)

[State of the Region Performance Indicators](#)

[Valley Vision 2: The New Regional Land Use Plan](#)

[Western Massachusetts Casino Task Force](#)

[The Barnes Aquifer Protection Advisory Committee \(BAPAC\)](#)

[City of Easthampton Master Plan](#)

[Economic Development Data & Information \(EDDI\) Regional Online Database](#)

[FTA/FHWA Annual Listing of Obligated Projects](#)

[Pioneer Valley Metropolitan Planning Organization \(MPO\)](#)

[Renewable Energy Strategic Plan](#)

[ThinkBlue](#)

[Town of Granby Master Plan](#)

[Vehicle Recycling Program](#)

PVPC (cont.)



Pioneer Valley
Planning Commission



About PVPC

Sections

Get Involved

Resource Center

Member Communities

Resource Center

Projects and Plans

Reports

Publications

Data and Statistics

Archives

Affiliate Agencies

Additional Information

Choose A Community Data and Statistics

You can find a wide variety of information and data, especially information useful for economic development, available for download from our online [Economic Development Data and Information system \(EDDI\)](#).

Additional current and historical data and statistics for the region are available for download here in PDF format at the Municipal and Regional levels.

Municipal

Municipal Profiles

Information on each of the forty three communities in the Pioneer Valley including housing prices, recreation areas, household income and population by age. Click on the community below to view or download a pdf file.

Choose A Community

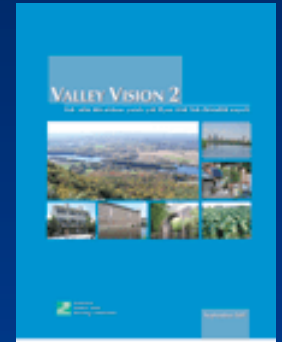
Municipal Comparisons

Maps comparing the current statistics in the areas of labor market, housing market, health and well-being, municipal finance, social welfare, transportation, and land use and the environment for municipalities in the Pioneer Valley region.

[View and download Municipal Comparisons](#)

PVPC – Valley Vision II

- Local cross acceptance of regional land use plan to reduce sprawl and create a region-wide smart growth strategy
- 43 Member Counties – 40 signed on to the Valley Vision Plan



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PVPC in the Down Market

- \$70 million in rail funding – 200 interim jobs
- Climate change toolbox - Integrate climate change, energy challenges and clean energy technologies into individual cities and towns – Reinforce smart growth vision
- Reaching out to public officials across the region – sharing best practices of cost-saving measures
- Retrofit and efficiency programs

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Land-of-Sky Regional Council



- Waste Reduction Partners
- EECBG administration/retrofits
- Recycling programs in school systems, churches, libraries

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Do What You Can With What You Have

- See the down market as a time to reflect and reassess
- Concentrate on low-dollar components of your smart growth plan (retrofits, public involvement)
- Look for a federal and state-level grant funding
- Build partnerships with neighboring communities – pool assets

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