

What does a Sustainability Plan Look Like?

Communicating Sustainability Planning: A Streamlined Guide

Ian Magnuson | Master of Public Policy | Michigan State University

Setting the Stage



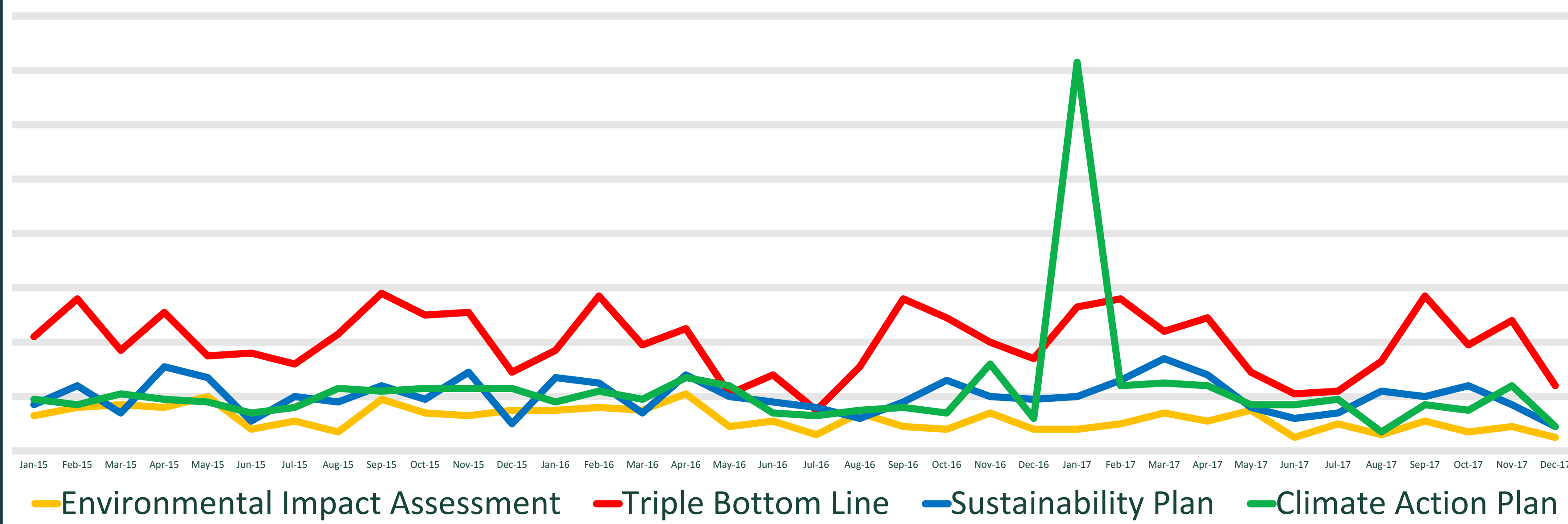
“Sustainable development, in general terms, aims to meet the needs of the present without compromising the ability of future generations to meet their own needs.”

-Brundtland Commission // World Commission on Environment and Development

Terminology is Confusing

Relative Search Interest in Planning Options

Averaged Relative Google Search Interest: January 2015 through December 2017



Consistency is Needed

Common Sustainability Terms
Environmental Impact Assessment
Ecological Impact Assessment
Double Bottom Line
Triple Bottom Line
Extended Impact Assessment
Planner's Triangle
People Planet Profit
3Ps Risk Management
Triple Value Adding
Blended Value
Quadruple Bottom Line
Circles of Sustainability
Sustainability Plan
Climate Action Plan

National Survey of Economic Development Professionals

94%

Agree that considering Triple Bottom Line is important in city planning.

36%

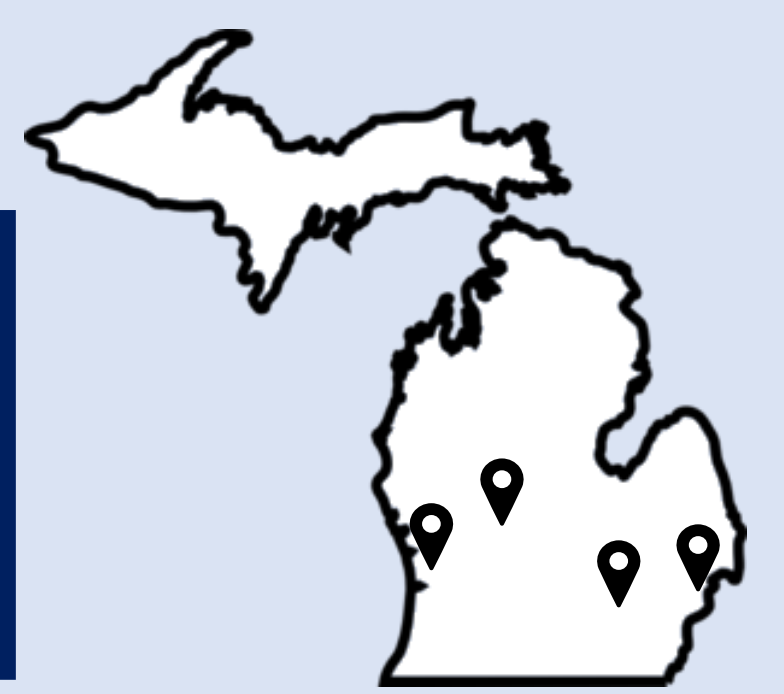
Consider themselves very familiar with the term.

431 Professionals // Diverse Jurisdictions // Diverse Community Sizes // Diverse Organization Types // 95% Mid-Senior Level – Hammer and Pivo 2017

Crafting a Plan

Sustainability Plans Reflect City Priorities:

Ann Arbor “Climate Action Plan”	Holland “Energy Efficiency and Conservation Strategy”	Detroit “Climate Action Plan”	Grand Rapids “Sustainability Plan”
---	---	---	--



A Climate-Resilient City Includes Both Strategies:

Adaptation – Prepare for Expected Change

“Do the expected consequences of climate change affect the viability or durability of a proposed investment, policy, or action? If so, what can be done differently so the effort is both viable and durable in the face of climate change?”

Mitigation – Reduce Further Negative Impacts

“Does a proposed investment, policy, or action have implications – positive or negative – for the severity of climate change? If negative, what can be done differently to make it climate-positive?”

-Kresge Foundation Environment Program

Enacted Through One of Three Sustainability Options:

Environmental Impact Assessment (Least Comprehensive)

Economic Environmental

Triple Bottom Line (Middle of the Road)

Economic Environmental Social

Sustainability Plan (Most Comprehensive) – Examples from Grand Rapids, MI

Economic	Environmental	Social	Political	Physical*
<ul style="list-style-type: none"> Income Per Capita Unemployment Rate Outcomes from Brownfield Redevelopments Knowledge Competitiveness from National Rankings 	<ul style="list-style-type: none"> Waste Management Water Consumption and Quality Air Quality and Ozone Action Days Energy Consumption 	<ul style="list-style-type: none"> Safety: Crime Statistics Educational Attainment Infant Mortality and Blood Lead Levels Quality of Life Home Ownership and Poverty 	<ul style="list-style-type: none"> Voter Participation Rates 211 Information Service Calls 	<ul style="list-style-type: none"> LEED Certified Buildings Land Use and Forest Canopy Public Transportation Ridership