



APPENDIX A: COMMUNITY AND BUSINESS ENGAGEMENT NOTES



Appendix A.1: Public Survey #1 – Sustainability Focus Areas (January 2-March 6, 2018)



To: Sharon Wright

Date: March 22, 2018

MEMO

Project #: 66148.00

From: VHB Team

Re: City of St. Petersburg Integrated Sustainability Action Plan (ISAP)
Resident and Business Owner Survey Results

This memo provides a summary of the Integrated Sustainability Action Plan (ISAP) Resident and Business Owner Survey Results. The summary consists of key findings, survey demographics, closed questions (user was provided defined answers to choose from), and open questions (user could provide unique answer to each question). The survey was open for approximately three months and there were 1,594 responses to the survey as of its closing on March 6th, 2018.

This memorandum consists of the following sections:

1. Key Findings
2. Survey Demographics – Overall
3. Closed Questions – Overall
4. Survey Demographics – Minority Racial Population
5. Close Questions – Minority Racial Population

1. Key Findings

• Demographics

- There were 1,594 responses to the survey as of its closing on March 6th, 2018 (survey was open for approximately 3 months)
- The majority of respondents were 55-64 yrs old, with a relatively even distribution between 25 and 65+ yrs old that accounted for 93 percent of the respondents
- Just under 19 percent of the respondents that answered identified their race as something other than white.
- The black population was underrepresented based on city-wide demographics (less than 8 percent of survey respondents that answered the survey question, yet approximately 23 percent of residents)
- Approximately 75 percent of the respondents that answered the survey question have a Bachelor's or Graduate degree, compared to about 32 percent of residents
- The greatest share of responses were provided from the Downtown and Old Historic Northeast neighborhoods (over 15 percent combined), with Greater Pinellas Point and Snell Isle as the next greatest neighborhood responses

• Survey Results

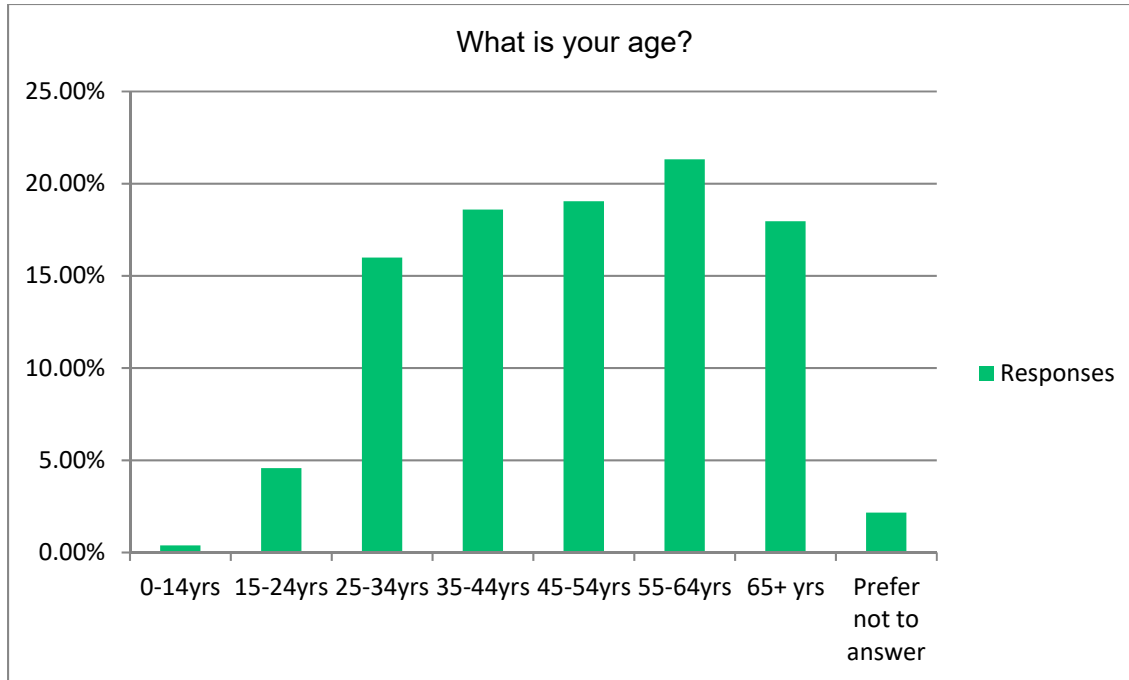
- When asked what the most important qualities of where you live, the majority of respondents answered:
 - Safe neighborhoods for biking and walking
 - Clean streets, beaches and waterways
- Nearly one third of respondent answers noted that jobs paying a wage that exceeds their needs as the most important quality and need of where they work
- The top qualities and needs of respondents where they play are:
 - A neighborhood that is safe for me to exercise
 - Better connected and safe bike/walk paths
 - Preserve St. Pete history and historic buildings
- The results of the "closed questions" portion of the survey were relatively consistent between overall and racial minority responses.



- Over 3,000 answers were provided for some of the open questions (up to three answers per response) and the answers generally agreed with the results of the closed questions.
 - Residents reported that they were satisfied with the way St. Pete values the arts and its culture, healthy communities, growth of downtown, and protection of its waterfront parks.
 - Residents reported their concerns on affordability of housing, safety and crime in neighborhoods, access/proximity to good paying jobs, over-building in downtown, availability of regional transit options, and water quality.
 - Responses for each open question were categorized by STAR Communities category, and although many answers cut across multiple categories, feedback is summarized generally as follows:
 - Built Environment
 - Complete Streets and walkability of built environment is attractive to residents
 - Need to improve water systems
 - Concerned about overbuilding (particularly downtown)
 - Climate and Energy
 - Solar and renewable energy should be a priority
 - Utility costs are rising for residents
 - Economy and Jobs
 - The cost of housing is a big concern to residents
 - Residents are also concerned about lack of well-paying jobs close to home
 - Midtown and South St. Petersburg need economic revitalization
 - Education, Arts and Community
 - The City has a great reputation for its arts and culture
 - St. Pete may lose its character if downtown is overbuilt and population continues to grow
 - Equity and Empowerment
 - The City is a very inclusive community with regards to sexual orientation
 - Homelessness is an issue in some areas of the City
 - Health and Safety
 - Crime (car thefts) is a concern that needs to be addressed
 - Vehicle speeding is unsafe on major roads in the City
 - Natural Systems
 - Waterways need to be protected (upgrade to water systems)

2. Survey Demographics – Overall

Q11. What is your age?

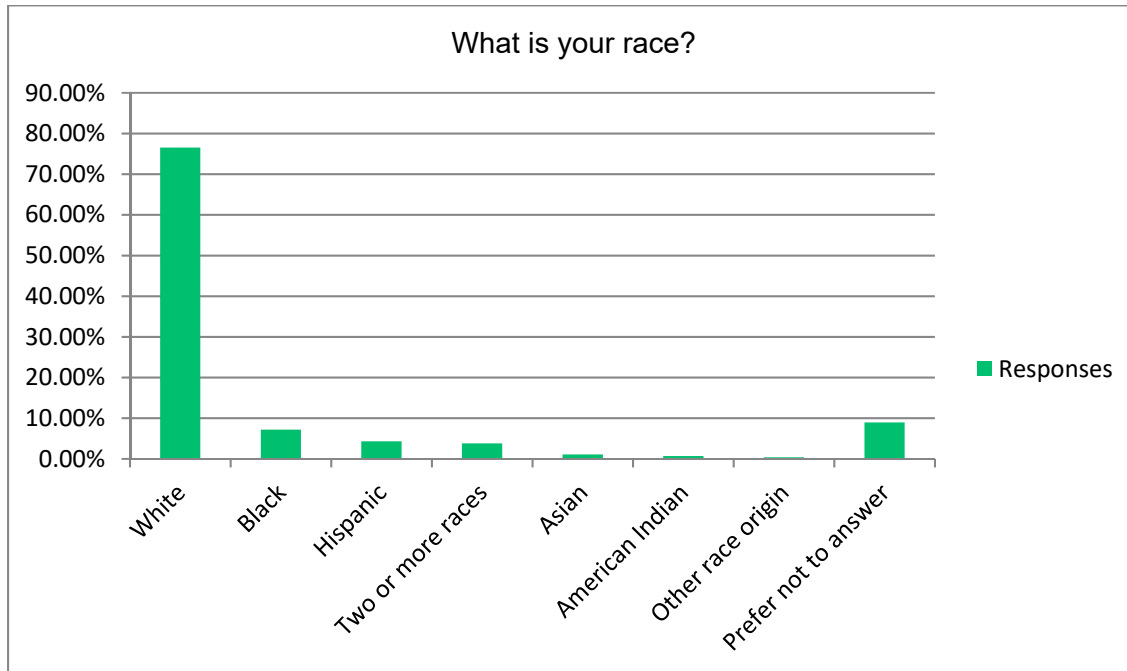


* Percentages do not match table on following page because “Prefer not to answer” is included in chart.

Age of Survey Respondents

Answer Choices	Responses		Actual Population Age Distribution in City*
0-14yrs	0.4%	6	14.8%
15-24yrs	4.7%	72	12.5%
25-34yrs	16.3%	252	13.7%
35-44yrs	19.0%	293	12.5%
45-54yrs	19.5%	300	14.9%
55-64yrs	21.8%	336	14.6%
65+ yrs	18.4%	283	17.1%
Total	100%	1,542	100%
Prefer not to answer		34	
*Source: http://www.stpete.org/economic_development/data_demographics/			

Q9. What is your race?

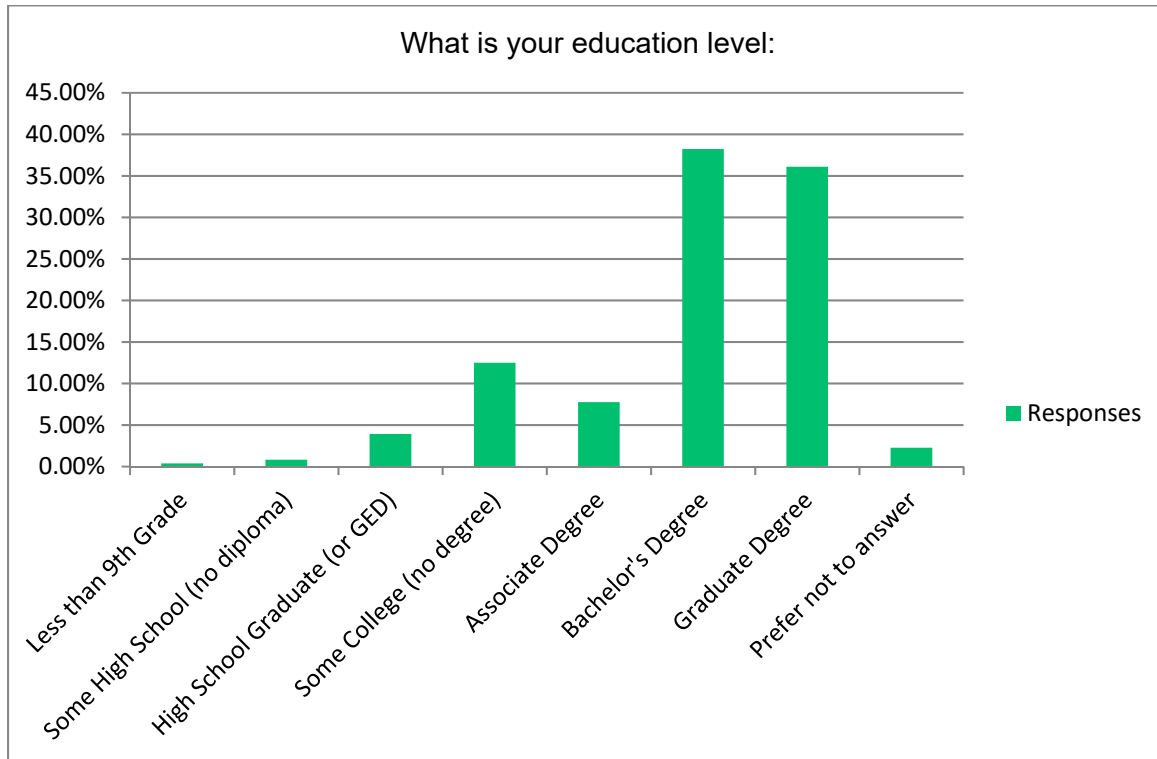


* Percentages do not match table on following page because "Prefer not to answer" is included in chart.

Race of Survey Respondents

Answer Choices	Responses		Actual Racial Diversity in City*
White	81.4%	1,207	69.00%
Black	7.6%	113	23.50%
Hispanic	4.6%	68	7.10%
Two or more races	4.0%	60	2.80%
Asian	1.1%	17	3.30%
American Indian	0.7%	11	0.20%
Other race origin	0.4%	6	1.10%
Total	100%	1,482	
Prefer not to answer or skipped question		158	
*Source: http://www.stpete.org/economic_development/data_demographics/			

Q10. What is your education level?



* Percentages do not match table on following page because "Prefer not to answer" is included in chart.

Education Level of Survey Respondents

Answer Choices	Responses		Actual Education Levels in City*
Less than 9th Grade	0.4%	6	3.0%
Some High School (no diploma)	0.8%	13	7.0%
High School Graduate (or GED)	3.9%	62	26.5%
Some College (no degree)	12.5%	198	21.3%
Associate Degree	7.8%	123	9.9%
Bachelor's Degree	38.4%	606	20.3%
Graduate Degree	36.2%	572	11.9%
Total	100%	1,580	
Prefer not to answer or skipped question		45	
*Source: http://www.stpete.org/economic_development/data_demographics/			

Q8. Which neighborhood in St. Pete do you live in or where is your business located?

Answer Choices	Responses	
Other	20.79%	314
Downtown	8.08%	122
Old Historic Northeast	7.48%	113
Greater Pinellas Point	4.37%	66
Snell Isle	3.84%	58
Euclid St. Paul	2.98%	45
Historic Kenwood	2.52%	38
Disston Heights	2.38%	36
Central Oak Park	2.32%	35
Bahama Shores	2.19%	33
Old Southeast	1.72%	26
Crescent Lake	1.66%	25
Lakewood Estates	1.52%	23
Magnolia Heights	1.46%	22
Crescent Heights	1.46%	22
Shore Acres	1.39%	21
Coquina Key	1.32%	20
Skyway Marina District	1.32%	20

Roser Park	1.26%	19
Riviera Bay	1.26%	19
Historic Uptown	1.19%	18
Allendale Terrace	0.99%	15
Jungle Terrace	0.93%	14
Meadowlawn	0.93%	14
Northeast Park	0.93%	14
Gateway	0.79%	12
Fossil Park	0.73%	11
Maximo	0.73%	11
Bartlett Park	0.66%	10
Central	0.66%	10
Jungle Prada	0.66%	10
Childs Park	0.60%	9
Edgemoor	0.60%	9
Euclid Heights	0.60%	9
Greater Woodlawn	0.60%	9
North Kenwood	0.60%	9
Broadwater	0.53%	8
Pasadena Bear Creek	0.53%	8

Grand Central Business District	0.53%	8
Ponce de Leon	0.46%	7
Venetian Isles	0.46%	7
Lakewood Terrace	0.40%	6
Park Street	0.40%	6
Palmetto Park	0.40%	6
Placido Bayou	0.40%	6
Harshaw	0.40%	6
Lake Pasadena	0.40%	6
Bayou Highlands	0.33%	5
Isla Del Sol	0.33%	5
31st Street	0.33%	5
Winston Park	0.33%	5
Tyrone	0.33%	5
4th Street Business Association	0.33%	5
St. Petersburg Downtown Partnership	0.33%	5
Historic Uptown	0.26%	4
13th Street Heights	0.26%	4
Grand Central	0.26%	4
Lake Maggiore Shores	0.26%	4



Barclay Estates	0.26%	4
Eagle Crest	0.26%	4
Harbor Isle	0.26%	4
Harris Park	0.26%	4
Live Oak	0.26%	4
Renaissance	0.26%	4
Shores Acres	0.26%	4
Allendale Oaks	0.26%	4
Big Bayou	0.26%	4
Campbell Park	0.20%	3
Round Lake (Uptown)	0.20%	3
Westminster Heights	0.20%	3
22nd St. Business, Historical & Cultural District	0.20%	3
Causeway Isles	0.20%	3
Clam Bayou	0.20%	3
Crossroads Area	0.20%	3
Driftwood	0.20%	3
Holiday Park	0.20%	3
Tropical Shores	0.20%	3
Patrician Point	0.20%	3

Central Arts District	0.20%	3
Dr. MLK Jr. Street Business Association	0.20%	3
Ling-A-Mor Estate	0.20%	3
Pinellas Point	0.20%	3
The EDGE District	0.20%	3
Tyrone Gardens	0.20%	3
Yacht Club Estates	0.20%	3
34th Street	0.13%	2
Azalea	0.13%	2
16th Street Business Association	0.13%	2
Arcadia Gardens	0.13%	2
Bayway Isles	0.13%	2
Old Pasadena	0.13%	2
Bayview	0.07%	1
Midtown	0.07%	1
Twin Brooks	0.07%	1
Oakwood Gardens	0.07%	1
Highland Oaks	0.07%	1
Perkins	0.07%	1
Wildwood Heights	0.07%	1

Harbordale	0.07%	1
Americana Cove	0.07%	1
Eden Isle	0.07%	1
Fruitland Heights	0.07%	1
Lake Euclid	0.07%	1
Lake Maggiore Park	0.07%	1
Methodist Town	0.07%	1
Pasadena Golf Club Estates	0.07%	1
Point Brittany	0.07%	1
Ahali Place	0.07%	1
Bayou Bonita	0.07%	1
25th Avenue South	0.07%	1
Central Avenue Council	0.07%	1
Warehouse Arts District	0.07%	1
Woodlawn	0.07%	1
Total	100%	1,510
	Skipped	84

3. Closed Questions - Overall

Q1. What are the most important qualities of where you live (Select three items)?

What are the most important qualities of where you live?

Answer Choices	Responses	
Safe neighborhoods for biking and walking	26.4%	1,272
Clean streets, beaches and waterways	21.5%	1,039
Access to parks, business and transit	13.0%	625
Housing I can afford	10.6%	513
Energy efficiency programs for my house and/or business	9.8%	475
Replacing vacant buildings and empty lots with housing for all income levels	7.7%	372
Knowing my neighbors	5.2%	252
Public transportation closer to my residence	3.5%	167
More trash receptacles on our streets	2.2%	108
Total	100%	4,823
	Skipped	17

Q2. What are the most important qualities and needs of where you work (select two items)?

What are the most important qualities and needs of where you work

Answer Choices	Responses	
Jobs that pay a wage that exceeds my needs	32.5%	939
Better jobs closer to where I live	24.2%	700
Access to training and education to get a skilled job	17.4%	502
Training for jobs that protect the environment	16.8%	484
Knowing about educational resources so I can get a better job	9.1%	262
Total	100%	2,887
	Skipped	132

Q3. What are the most important qualities and needs of where you play (Select two items)?

What are the most important qualities of where you work play

Answer Choices	Responses	
A neighborhood that is safe for me to exercise outside	31.5%	1,013
Better connected and safe bike/walk paths	27.4%	882
Preserve St. Pete history and historic buildings	25.6%	824
More art activities in my neighborhood	10.0%	321
More sport activities in my neighborhood	5.5%	178
Total	100%	3,218
Skipped Question		17

4. Minority Racial Population Survey Demographics

Q11. What is your age?

Age of Survey Respondents (Minority Racial Population)

Answer Choices	Responses	
0-14yrs	1.9%	5
15-24yrs	9.3%	24
25-34yrs	17.4%	45
35-44yrs	21.2%	55
45-54yrs	23.2%	60
55-64yrs	17.4%	45
65+ yrs	8.9%	23
Total	100%	257

Q9. What is your race?

Race of Survey Respondents (Minority Racial Population)

Answer Choices	Responses	
Black	41.1%	113
Hispanic	24.7%	68
Two or more races	21.8%	60
Asian	6.2%	17
American Indian	4.0%	11
Other race origin	2.2%	6
Total	100%	275

Q10. What is your education level?

Education Level of Survey Respondents (Minority Racial Population)

Answer Choices	Responses	
Less than 9th Grade	2.3%	6
Some High School (no diploma)	3.0%	8
High School Graduate (or GED)	6.8%	18
Some College (no degree)	15.4%	41
Associate Degree	9.4%	25
Bachelor's Degree	30.8%	82
Graduate Degree	32.3%	86
Total	100%	266

5. Closed Questions - Minority Racial Population

Q1. What are the most important qualities of where you live (Select three items)?

What are the most important qualities of where you live (Minority Racial Population)?

Answer Choices	Responses	
Safe neighborhoods for biking and walking	24.7%	199
Clean streets, beaches and waterways	19.1%	154
Housing I can afford	14.9%	120
Replacing vacant buildings and empty lots with housing for all income levels	11.0%	89
Access to parks, business and transit	10.2%	82
Energy efficiency programs for my house and/or business	9.4%	76
Knowing my neighbors	4.2%	34
More trash receptacles on our streets	3.3%	27
Public transportation closer to my residence	3.2%	26
Total	100%	807

Q2. What are the most important qualities and needs of where you work (select two items)?

What are the most important qualities and needs of where you work (Minority Racial Population)

Answer Choices	Responses	
Jobs that pay a wage that exceeds my needs	32.1%	164
Better jobs closer to where I live	25.2%	129
Access to training and education to get a skilled job	17.0%	87
Training for jobs that protect the environment	13.1%	67
Knowing about educational resources so I can get a better job	12.5%	64
Total	100%	511

Q3. What are the most important qualities and needs of where you play (Select two items)?

What are the most important qualities of where you work play (Minority Racial Population)

Answer Choices	Responses	
A neighborhood that is safe for me to exercise outside	28.8%	153
Preserve St. Pete history and historic buildings	23.9%	127
Better connected and safe bike/walk paths	21.8%	116
More art activities in my neighborhood	15.0%	80
More sport activities in my neighborhood	10.5%	56
Total	100%	532



Appendix A.2: City Department Leaders Interview Notes (February 2-13, 2018)



Place: St Petersburg City Hall

Date: February 2, 2018

Notes Taken by: Ben Siwinski, Shahieda Ramajan

Meeting Notes

Project #: 66148.00

Re: Director's Interview – Parks and Recreation

ATTENDEES

Sharon Wright, City of St Petersburg

Mike Jefferis, City of St Petersburg

Ben Siwinski, VHB

Shahieda Ramajan, VHB

On February 2, 2018, members of the VHB Team met with the City's Parks and Recreation Director (Mike Jefferis) to discuss how sustainability is considered and implemented in the department. The following provides key findings and a summary of the discussion.

KEY FINDINGS

- The importance of parks to the City is evident in the fact that preservation of parklands for future generations is written into the City's Charter.
- The City's Parks and Recreation Department is accredited by the National Recreation and Park Association (NRPA) and Florida Recreation and Park Association (FRPA).
- The Department invests in the growth of its staff and empowers them on the "front-line" to be the eyes and ears of the City.
- Ideas for innovation and sustainability often come from the bottom-up, which is promoted in the Department.
- The Department has been a trail blazer in terms of waste management and recycling, and innovative energy-reduction infrastructure projects.
- The Department likes to evaluate successful examples of practices elsewhere before considering in St. Petersburg
- The Mayor has empowered Directors to consider longer term costs (total cost of ownership) in infrastructure planning

SUMMARY OF DISCUSSION ITEMS

- ***What does sustainability mean to your department?***
 - Sustainability is bigger than just a word/term to the department; Department's core values are based on:
 - Environmental stewardship
 - Social equity
 - Health and wellness
 - Strong support comes from highest leadership in City (Mayor), which has changed the organizational culture over the past four years to value innovative ideas and sustainability
 - The community *expects* the City to implement sustainability
 - The Department staff is younger than most other Departments, and they are more inclined to consider sustainability in everything they do more than other older generations
- ***What sustainability initiatives/strategies is your department implementing?***
 - Historic preservation
 - Although not considered as part of the parklands referenced in City Charter, areas of historic preservation are considered as important parts of the City's ecotourism attractions

- Purchasing of the Abercrombie house reflects the Department's focus on historic preservation (the resource is believed to be a place of Native American currency production and pottery)
 - <http://www.stpeteparksrec.org/abercrombie-park.html>
 - <https://www.youtube.com/watch?v=Gw-AfUk-e3A>
- Working with USFSP to create a historic preservation website
- Land designation achieved for "Preservation" in zoning codes
- LIDAR used to generate interactive mapping
 - <http://www.tampabay.com/news/humaninterest/city-planning-750000-to-preserve-indian-mounds/2188613>
- Indian Menon Master Plan in CIP
- Energy conservation
 - Northshore Pool enhancements
 - Looked at other city examples as benchmarks (Colorado, for example)
 - Higher capital costs, but lower operating costs
 - The Mayor has empowered Directors to consider longer term costs more formally
 - The improvements have been performing better than anticipated
 - The City is now founding now finding avenues to tell their success story (conferences, articles, etc.)
- Tree programs
 - 18th Avenue South – Tree Celebration
 - GIS app developed that shows names of trees (in roll-out phase)
- Waste management and recycling
 - First Department to place recycling in public areas
 - First Department to put in water bottle fillers
- Libraries
 - Innovative lending and use of space:
 - "Makerspace" available
 - Tool loan program
 - Seeds/gardening library
 - Also involved in Pinellas County Exchange Program
- People
 - Currently approximately 875 staff
 - Investing in staff (including front-line staff) by providing them specialized training to enhance their value (empowering staff to be eyes and ears)
 - Hired staff that are good at customer service (interacting with public) regardless of professional background, which provides different perspectives
 - Building team to balance out weaknesses and create strong, well-rounded group
- ***How are decisions to consider and implement innovative sustainability-related initiatives made?***
 - Two representatives from Department are on the City's Green Team (led by B. Grilli)
 - An initial SWOT Analysis was done during leadership change (retreat)
 - Ideas are usually generated in a bottom-up approach
 - Most ideas come from "front-line" employees (those that interface with community most)

- Sharing information is part of the culture
 - Input from all levels including part-time staff
 - "Meeting people where they are" to allow for an easy to approach
- ***What sustainability initiatives/strategies would you like to evaluate or implement (within your Department or City)?***
 - Stormwater mitigation integrated into parklands
 - Clam Bayou – ten-year project, with filtration system using plants, grasses
 - Alternate fuels for mowers – tried natural gas/propane but torque isn't enough for ground they have to cover
 - LED sports lighting – used in some public tennis courts (Northshore, five installments); saving CIP \$ for multiple years
 - Enhance the GIS tree app to City-wide
 - Need more land for dog parks (min. 2 acres required); considering use of artificial turf (Tampa example)
 - Need to get the word out better about what Department has done/is doing
 - ***How do you evaluate strategies for implementation (costs, impact, other factors)?***
 - In general, the Department takes a fiscally conservative approach (steward of the public's money)
 - Need to see successful example of innovative strategy elsewhere before it is considered in the City ("leading edge – not the bleeding edge"), and get feedback from staff on the front-line from other localities that are implementing/using the technology
 - Open communication about decisions internally within Department and with Mayor's office (Sharon Wright)



Place: St Petersburg City Hall

Meeting Notes

Date: February 7, 2018

Notes Taken by: Ben Siwinski, Patrick Gessleman (GF Young)

Project #: 66148.00

Re: Director's Interview – Public Works and Engineering

ATTENDEES

Brejesh Prayman, Director of Engineering and Capital Planning

John Palenchar, Water Resources Director

John Norris, Stormwater, Pavement and Traffic Operations Director

Sharon Wright, Sustainability & Resiliency Director

Ben Siwinski, VHB

Patrick Gessleman, George F. Young

On February 7, 2018, members of the VHB Team met with the Public Works and Engineering department staff to discuss how sustainability is considered and implemented in the department. The following provides key findings and a summary of the discussion.

KEY FINDINGS

- The department plans and designs projects in a holistic manner by evaluated how each project is connected to each other and other departments
- Communication within and between departments is needed during the CIP development process to incorporate innovation and sustainability
- Several innovative strategies are being considered by the Public Works department, and will be evaluated individually based on cost

SUMMARY OF DISCUSSION ITEMS

- **What does sustainability mean to your department and what type of initiatives/strategies are being implemented?**
 - Water Resources
 - Connection to resiliency
 - Providing reliable, clean water to community at lowest costs (economically feasible)
 - Traffic
 - Complete Streets implementation
 - Integration of "smart" vehicles (data for traffic signal timing plans)
 - Signal timing to reduce idling vehicle emissions
 - Stormwater
 - Focus on maintenance of existing structures using BMPs
 - Concave medians to reduce medians
 - Use of right of ways for retention to improve quality of run-off and reduce quantity
 - Engineering
 - Holistic approach - look at projects across spectrum and see how they are connected
 - Constant focus on breaking down barriers within department/divisions
 - Recent roadway improvements at 2nd Ave and Beach Drive is an example of incorporating water quality improvements

- **What strategies are used to incorporate sustainability into the department?**
 - Communication within and between departments is needed during the CIP development process (for example, the recent five-year work plan for bridges)
 - The City has developed a "Project Tracking Viewer" that identifies projects in design and construction on GIS base map
 - In the future, the tool will be connected to the CIP process
 - The City's data/statistics team will develop a public-facing version of the tool
 - In general, the Public Works department organization is relatively flat, which results in easy access to staff and easier flow of ideas
- **What sustainability initiatives/strategies would your department like to implement?**
 - Living seawalls
 - Smart City technology for water/wastewater; Smart Campus – Water Resources Building
 - Further collection of traffic data to support ultimate introduction of autonomous vehicle technology (see UCF autonomous vehicle research facility)
 - Solar covered parking
 - Consideration of pump stations in the City with future risk of "sunny day flooding"
 - Underground water storage and treatment (in right-of-ways?)
 - Pervious pavement in coastal environments
 - Substitute aggregate (crushed glass) – reuse of materials in general
 - Increase use of reclaimed water (need to contain run-off from reclaimed water/high nutrients)
 - City's consultants on various projects should identify initiatives/strategies (think outside the box)
- **How are sustainability initiatives/strategies evaluated in your department?**
 - Are maintenance costs lowered?
 - Can the initiative/strategy be afforded?
 - Is the initiative/strategy context appropriate?
 - From a planning perspective, would the lifecycle of a project be affected by sea level rise?



Place: St Petersburg City Hall

Meeting Notes

Date: February 7, 2018

Notes Taken by: Ben Siwinski, Shahieda Ramajan

Project #: 66148.00

Re: Director's Interview – City Administration

ATTENDEES

Gary Cornwell, City Administrator
Kanika Tomalin, Deputy Mayor and incoming City Administrator
Tom Greene, Director of Budget and Management
Elizabeth Makofske
Sharon Wright, Sustainability & Resiliency Director
Ben Siwinski, VHB
Shahieda Ramajan, VHB

On February 7, 2018, members of the VHB Team met with the City Administrator and staff to discuss how sustainability is considered and implemented in the department. The following provides key findings and a summary of the discussion.

KEY FINDINGS

- Sustainability needs to be a common goal rather than superficial layer for City Administration (Mayor's office), matching the needs of a resilient city that is ready for the future
- Sustainability considerations may be incorporated into the Procurement Code, and filtered through the annual CIP process
- The City should incorporate sustainability in procurement practices in a more enforceable manner to match its goal of enhancing sustainability and resiliency (i.e., formal sustainability procurement policy)

SUMMARY OF DISCUSSION ITEMS

- **What does sustainability mean to your department?**
 - To ensure City's limited resources are allocated efficiently (based on *current* year resources)
 - Sustainability needs to be a common goal rather than superficial layer for City Administration (Mayor's office), matching the needs of a resilient city that is ready for the future
 - The Mayor's Executive Orders on sustainability guide the City Administration's approach
- **What sustainability initiatives/strategies is your department implementing?**
 - Operational screening of projects is performed (consistent with City's Procurement Code¹)
 - Sustainable practices are more advisory rather than operational
 - Life-cycle cost analyses (LCCA) have been conducted recently for HVAC replacements (cost of electricity usage and maintenance)
 - Procurement of special metals require certification that they are not from oppressed nations

¹ http://www.stpete.org/with_the_city/procurement_policies.php

- In CIP process, the City will give preference to projects with higher return on investments, but more formal consideration can be incorporated into the CIP process.²
- Some vehicle, or fleet, purchases have been made with sustainability considerations (no formal policy)
- **How were those decisions made?**
 - Use of City's Procurement Code
 - In CIP process, preference is given to projects that reduce operating costs (as reflected in *Budgeting Book*)
 - Education (internally and residents) is needed for acceptance of sustainability considerations in budgeting process
- **What sustainability initiatives/strategies would your department like to implement or evaluate?**
 - The City should incorporate sustainability in procurement practices in a more enforceable manner to match its goal of enhancing sustainability and resiliency (i.e., formal sustainability procurement policy)
 - VHB input - use LCCA as benchmark where appropriate and sustainable procurement policy, which will allow tracking of use
 - Resourcing commitments by Mayor, City Council and policy team on determining what is feasible, ensure resources and commitments are made, ensure initiatives are implementable, and align expectations to ensure everyone is on the same page
 - A sustainability revolving fund could include operational cost savings and grants/incentives
 - Social and community aspects of sustainability (the other parts of triple-bottom line) need to be considered
 - Procurement policies will be considered in the upcoming 2050 Plan
- **How would you evaluate strategies for implementation (costs, impact, other factors)?**
 - Longer term, sustainable strategies usually cost more initially (e.g., infrastructure), but cost less to operate and maintain and/or have benefits that are not easily quantifiable
 - Visibility – initiatives need to be visible and understandable to residents (to aid in acceptance and support)

² http://www.stpete.org/city_departments/approved_budgets.php



Place: St Petersburg City Hall

Meeting Notes

Date: February 13, 2018

Notes Taken by: Ben Siwinski, Shahieda Ramajan

Project #: 66148.00

Re: Director's Interview – City Development

ATTENDEES

Alan DeLisle, City Development Administrator
Sharon Wright, Sustainability & Resiliency Director
Ben Siwinski, VHB
Shahieda Ramajan, VHB

On February 13, 2018, members of the VHB Team met with the City Development Administrator to discuss how sustainability is considered and implemented in the department. The following provides key findings and a summary of the discussion.

KEY FINDINGS

- In general, the department views its role in sustainability as developing jobs and generating revenue by lowering the cost of operating businesses in the City
- The City Development department has collaborated with the Chamber of Commerce to develop the Grow Smarter Initiative, which guides economic development and growth approaches for the City
- Job creation requirements are being included in developer RFPs where appropriate
- Life-cycle costs of major investments are reviewed to determine return on investment (ROI)
- Smart City technologies should be considered for major redevelopment areas

SUMMARY OF DISCUSSION ITEMS

What does sustainability mean to your department?

- The City Development department has four divisions that view sustainability in different ways, for example:
 - Transportation/Parking – core focus on complete streets/walkability (downtown has the highest walkability rate, which they are trying to expand into neighborhoods)
 - Real Estate – concentration is geared towards how city-owned buildings function and are designed; the real estate division includes design and O&M, a head facilities manager, and up to six building engineers
 - Enterprise Facilities - public facilities such as airport, Colosseum, marina
 - Planning and Economic Development – developer of Tropicana Master Plan that considers sustainability
- In general, the department views its role in sustainability as developing jobs and generating revenue as the City shifts its economy from solely based on tourism to one that is diversified and sustainable
 - A key strategy to develop jobs in City is to make the cost of operating a business as low as possible

What sustainability initiatives/strategies is your department implementing?

- The City Development department has collaborated with the Chamber of Commerce to develop the Grow Smarter Initiative, which guides economic development and growth approaches for the City
- Development of accessible parking options in high demand areas such as the Edge District



- Job creation requirements are being included in developer RFPs, for example the Commerce Park project.¹
- Life-cycle costs of major investments are reviewed to determine return on investment (ROI); long-term costs and ROI are typically articulated to City Council; examples of City projects where life-cycle costs were considered include:
 - Central Avenue 800 block
 - Tangerine Plaza
 - Innovation District
 - New Police Station

What sustainability initiatives/strategies would your department like to implement or evaluate?

- Potential for incorporating Smart City technology into the redevelopment of the Tropicana site that would lower costs to businesses located there
- Incorporate sustainability practices into overall budget for projects
- Budget a LEED AP for design and operation of facilities
- Monthly meetings with Director of Sustainability and Resiliency to discuss projects and incorporation of sustainability

How would you evaluate strategies for implementation (costs, impact, other factors)?

- Life-cycle cost evaluation of major investments (cost effectiveness, cost of sustainability investments, ROI, minimization of operational costs)

¹ http://www.stpete.org/real_estate_corridor/docs/St_Petersburg_Commerce_Park_RFP___Final.pdf



Place: St Petersburg City Hall

Date: February 13, 2018

Notes Taken by: Ben Siwinski, Barbra Anderson (Destination Better)

Meeting Notes

Project #: 66148.00

Re: Director's Interview – Neighborhood Affairs

ATTENDEES

Robert Gerdes, Director of Engineering and Capital Planning

Sharon Wright, Sustainability & Resiliency Director

Ben Siwinski, VHB

Barbara Anderson, Destination Better

Alfonso Woods, Destination Better

On February 13, 2018, members of the VHB Team met with the Neighborhood Affairs department staff to discuss how sustainability is considered and implemented in the department. The following provides key findings and a summary of the discussion.

KEY FINDINGS

- The Neighborhood Affairs department balances the social, economic and environmental aspects of sustainability in each of its divisions
- The City needs creative ideas for materials that don't have a viable recycling market
- Recycling levels have remained steady in the City, but expansion of the system is needed into multi-family buildings
- New buildings need to consider infrastructure for recycling
- Education of the residents about all the programs that are available to them is a big challenge

SUMMARY OF DISCUSSION ITEMS

What does sustainability mean to your department?

- Be least harmful to the environment
- Help residents find and stay in housing

What sustainability initiatives/strategies is your department implementing?

- Codes division routes out paths every day to minimize idling for its 24 investigators in the field; paperless as much as possible; GPS used to determine vehicle miles traveled
- Housing and Community Development works with contractors to provide energy efficient design
- Sanitation uses CNG vehicles, and offers clean-up assistance to neighborhoods when requested
- Garbage is picked up once per week and there are applications included in recent bills that reduce pickups down to once per week
- The City participates in the U.S. HUD Rapid Re-Housing program with the County¹

¹ <http://pinellashomeless.org/Portals/0/RRH%20Core%20Components%20JPEG.jpg>

- The City's Neighborhood Team helps repair homes for residents that can't afford it (five employees; coordinate volunteer days)
- Community Development Block Grants (CDBG) have provided \$400k towards services to treat addictions, Mercy Hospital redevelopment (FAMU Medical School), and Jordan School housing Head Start Program²
- The Neighborhood Stabilization Plan (NSP) provides targeted assistance to acquire and rehabilitate foreclosed residential properties, and offers them for sale³
- Design requirements to enhance resiliency, such as increasing sea wall height for new building
- Community gardens (RFP out for one at Enoch Davis Center)
- Free mulch program

What sustainability initiatives/strategies would your department like to consider implementing?

- The City needs creative ideas for materials that don't have a viable recycling market (private company sorts and tries to sell as much as possible, but having difficulty)
- In general, affordable housing is a challenge in the City
- Recycled glass in aggregate road mix
- Alternative transportation/transit to get residents to/from work
- Telecommuting when appropriate for City employees
- Food co-ops
- Expansion of reclaimed water system (too expensive for most residents)
- Requirement in building code to provide space for recycling infrastructure in new buildings
- Expand recycling to condos, apartment buildings, mobile home parks

What challenges does your department have in implementing sustainability initiatives/strategies?

- The City is continually replacing vehicles with more fuel-efficient versions but there are concerns about the size of fuel efficient vehicles (too small)
- Capital costs are too much for most fuel-efficient vehicles, and Managers may be more cautious of asking for more up-front costs
- Perception that some City facilities are "sick", or not healthy for inhabitants
- Although the economy has been improving, homelessness is still at the same level
- Getting the word out about all the programs and assistance available to residents

² http://www.stpete.org/housing/consolidated_plan.php

³ http://www.stpete.org/housing/nsp_stabilization_program/index.php

How do we reach community during the ISAP process?

- Outreach needed to homebound population
- Add info about ISAP to water bill mailer?
- Youth sporting leagues – families and parents are there regularly



Appendix A.3: Sustainability Stakeholder Group Meeting Notes (March 27, 2018)



Place: Enoch Davis Recreation Center

Meeting Notes

Date: March 27, 2018

Notes Taken by: Ben Siwinski, Shahieda Ramajan

Project #: 66148.00

Re: ISAP Sustainability Stakeholder Group (SSG) – Meeting #1

ATTENDEES

City of St. Petersburg

Sharon Wright
Brian Caper
Robyn Keefe

ISAP Consultant Team

Ben Siwinski (VHB)
Kari Hewitt (VHB)
Shahieda Ramajan (VHB)
Barbra Anderson (Destination Better)
Janet Hall (Destination Better)
Alfonso Woods (Destination Better)
Al LaPera (TLC)
Patrick Gessleman (GF Young)

Sustainability Stakeholder Group

See Attachment 1

On March 27th, 2018, the ISAP team convened the first meeting of the Sustainability Stakeholder Group (SSG) at the Enoch Davis Recreation Center. Attachment 1 provides the sign-in sheet of attendees.

The ISAP team provided presentation to the SSG that provided information on the overall ISAP process and progress to date and a baseline review of how the City is doing now. Attachment 2 provides a copy of the presentation. A summary of questions/comments from the SSG during the presentation include:

- Will there be a separate meeting to address social equity?
- Will there be a follow-up to this meeting, and does everyone have access to given form of invite?
- What is being done to have a more inclusive SSG?
- Will the next meeting have allocated time to allow for more feedback/discussion?
- Can we hold similar meetings focused on each breakout topic?
- What role do business stakeholders have in the ISAP?
- What exactly is the STAR Communities rating system?
- The ISAP should designate a specific sea-level rise level, and not a range.
- The ISAP public survey should have included all neighborhoods in the City.

After a brief discussion by Robyn Keefe on the City's Urban Farming initiative and plans for an urban farm at Enoch Davis Recreational Center, the SSG split up into different breakout groups related to their areas of interest. The groups focused on the following topics (with guidance to discuss social equity within each topic):

- Buildings and Energy
- Food Systems
- Transportation
- Natural Resources
- Economy and Workforce



Ref: ISAP Sustainability Stakeholder Group (SSG) – Meeting
#1
March 27, 2018
Page 2

Attachment 3 provides notes from the flip-charts and STAR Communities worksheets from each breakout group.

Ref: ISAP Sustainability Stakeholder Group (SSG) – Meeting
#1
March 27, 2018
Page 3

ATTACHMENT 1: Sustainability Stakeholder Group Meeting #1 Sign-in Sheets

ES

HR

TR





Sustainability Stakeholder Group
March 2018

Name	Email Address (WRITE NEATLY PLEASE)	Phone Number
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Danielle Barrs	danielle-barrs@jabl.com	727-803-3057
David Harbeitner	davidh@suncoastsierra.org	702-202-7583
Janet Hall	janet@destinationbetter.com	813 416 4194



Sustainability Stakeholder Group
March 2018

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Barbra Anderson	barbra@destinationbetter.com	817-313-8952



Sustainability Stakeholder Group
March 2018

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DR. JASON SHERRICK	SHERRICKj@pcsb.ORG	727-215-6869



Sustainability Stakeholder Group
March 2018

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AL Lopez	Al.Lopez@CLC-Eng.com	813-631-0110
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Jessica Lewis	jessical@solarenergyloanfund.org	727-315-3223

Ref: ISAP Sustainability Stakeholder Group (SSG) – Meeting
#1
March 27, 2018
Page 4

ATTACHMENT 2: Sustainability Stakeholder Group Meeting #1 Presentation



SUSTAINABILITY STAKEHOLDER GROUP – MEETING 1

First working meeting of the ISAP's Sustainability Stakeholder Group (SSG)



Presented by

Sharon Wright, Sustainability & Resiliency Director, Mayor's Office

Ben Siwinski and **Kari Hewitt**, VHB

March 27, 2018





AGENDA

- I. Welcome and Introductions
- II. Overall ISAP process and progress to date
- III. Baseline Review – how is St Pete doing now?
- IV. Vision and Goals – Overview and Breakout Discussion Groups
- V. Report Back and Discussion
- VI. Recap and next steps

Ref: ISAP Sustainability Stakeholder Group (SSG) – Meeting
#1
March 27, 2018
Page 5

ATTACHMENT 3: Sustainability Stakeholder Group Meeting #1 Break-out Group Notes

3.1 Buildings and Energy

Vision goals > review STAR Actions to prioritize

Buildings & Energy

Energy Reduction ^(Residents) Commercial Conservation

Efficiency - New Buildings - Buildings Codes ^{efficiency}
Existing Stock - ability to Finance, SELF ^{resiliency}

Energy Source

FECCA Florida Energy Efficiency Conservation Act

(Funded programs to replace hot water heaters (for example) w solar hot water

Utility, City, Private Financing, Pinellas County Housing Authority

Connect / Educate / Awareness > Rebate programs for efficiency esp lower income

Tiny Homes, composting toilets, off-grid

ID through ghg users of energy + work backwards w/ efficiency, code, innovation.

Sierra Consult Group > April

Tiny Home Festival > April

Venus Project April 19th OPEN

3.2 Food Systems

Food Systems

Community garden w/in $\frac{1}{4}$ mile of every citizen.

Est. Food Policy Council

Nutritional education

Every person in St. Pete knows where their food comes from and understands its superpower.

Have learning gardens at every elementary School.

Est. a countywide educational program.

Train more farmers.

Food hub \rightarrow connector

Farmer co-op.

Est. municipal/community composting program.

Grow good soil.

Build food production in and on buildings.

Set aside urban land for agriculture.

Tax abatements for citizens who want to allow food grown on their land.

Program to set aside land for long-term use for agriculture.

~~Place in the~~

Place in the city for these conversations.

Healthy food truck guidelines.
(incentives)

Food point person

2050

close-looped

St. Pete is a full-cycle
city.

St. Pete is an energy positive
city.

St. Pete is ^{the} ~~a~~ culinary capital
of the Southeast.

All citizens and visitors have
access to healthy, local affordable
food.

3.3 Transportation

- FIRST MILE/LAST MILE PROBLEM
 - How to solve it?
- EV Charging - REST OF CITY,
not just downtown
- SHARED CAR Access
- WHAT AREAS are we
traveling to/from?
- Frequency of transit trips

Transportation

PUBLIC TRANSIT

- NOT FUNCTIONAL
- TOO LONG (TIME)

DISNEY-TYPE INFRASTRUCTURE

MONORAIL

SOLAR

- TRANSPORTATION SYSTEM that
doesn't force residents to purchase
vehicle

3.4 Natural Resources

Vision - Natural Systems/Resources

1. Corridor for wild lands & waterways, mainly for connectivity for ~~water~~ habitat & water
2. Educate the community about where the City stands, things they/we can do
3. Natural resources inventory, overlay maps, residents

Natural Resources

- Climate vulnerabilities - need more education, across all parts of City
 - flood zone maps, mitigation
 - adaptation, displacement
- Need natural resources inventory & overlay maps, who lives where
- Boyd Hill-land management challenges & possibilities
- Natural corridor connections & green infrastructure
- Neighborhoods/blocks showcase water conservation practices
 - NESt- Sarasota
 - From lawns to purpose uses
- Landscape - uses - spotlight best practices, contests, food systems
- Ditches could be reconfigured for ecosystem uses (from 70's)
- Storm~~water~~ water retention ponds to cultivate habitat
 - treat stormwater to foster natural habitat
- Behavior change of water conservation
- No treated water back into aquifer

3.5 Economy and Workforce



BROAD, SPECIFIC, UNIQUE CHALLENGES: SOCIAL EQUITY
RESILIENCE
GOALS

Economy & Workforce

BIGGEST WEAKNESSES

LOW WAGES - SUPPORT - POLICY

① ENTRAPRENEURS

② VENTURE CAPITAL
STARTUP

ATTRACT

LOCAL INVESTMENT
OPPORTUNITIES

BUSINESS ASSOCIATIONS

MORE DIVERSE DEVELOPEMENT

③ COMPLETE WORKFORCE
TRAINING

REQUIRE LOW-INCOME HOUSINGS
STREAMLINE PERMITTING FOR
SMALL BUSINESSES

④ EARLY → LATE LIFE PIPELINE

→ Fragmentation of groups and
stakeholders

⑤ IMPROVE JOB PLACEMENT
AGENCIES

→ A FOR-PROFIT SOCIAL ENTERPRISE



Appendix A.4: Skyway Marina Mall Business Group Meeting Notes (April 5, 2018)



To: Sharon Wright

Date: April 5, 2018

MEMO

Project #: 66148.00

From: VHB Team

Re: City of St. Petersburg Integrated Sustainability Action Plan (ISAP)
Business Stakeholder Event Summary

This memo provides a brief, initial report summary of one Integrated Sustainability Action Plan (ISAP) Business Owner Stakeholder Engagement session conducted on April 5, 2018.

- **Location**

- Skyway Marina Mall, which is a structure previously built for other purposes and is now used for small business rental spaces (collectibles, antiques, jewelry)

- **Attendees**

- Sharon Ally – VP, Market Leader of BB&T Bank, and meeting host
- Misty Bottorff – Executive Director of Skyway Marina District
- Approximately 40 small business owners, who are vendors who rent space in the mall
- Other service company reps: BB&T staff; ADP; Merchant services; communications and press release services
- ISAP Team reps: Barbra Anderson and Alfonso Woods

- **Event Purpose**

- A brief time slot was offered, during a regularly scheduled meeting, with individuals who lease space in the facility.
- Primary purpose of the meeting was for the Mall management to discuss with its vendors the schedule of the facility.
- Sharon Ally sponsored the meeting, and we were invited by Sharon, as a result of her business relationship with Alfonso Woods, to take 5 minutes on the agenda.

- **Format of ISAP Engagement and Survey** (see survey below)

- Knowing that we only had 5 minutes to collect data, we created a pilot survey, which is based on:
 - Two questions from the initial community survey, customized for business responses
 - STAR Community theme of "Economy & Jobs"
- We provided a brief verbal ISAP overview and goals of business engagement; introduced and handed out the survey
- To encourage participation in the survey, we provided a drawing of a \$25 gift card for BrickStreets Farms
- Attendees completed the survey during and after the meeting; collected 29 surveys and business cards

- **What we Heard**

- Business owners face street signage challenges, because of strict City restrictions, which has resulted in:
 - Potential shoppers, who drive by, don't know that the mall is there
 - When vendors previously tried to get creative, the City stopped it
- Each business has its own varying levels of self-promotion, and would benefit from additional application of social media to generate traffic in the facility (Greenhouse?)
- Discussion included a very brief segment about how to find individuals to assist as contractors in their shop spaces

- **Initial Key Survey Findings**

- 29 paper surveys were collected and can be sent to VHB to be analyzed for summary findings Targeted communication from the City is rising as a key need.
- A significant opportunity was offered, for the City to educate area businesses about services the City already provides, at Midtown Rotary



City of St. Pete ISAP Request for Business Community Engagement

The City of St. Petersburg wants to create an economy to foster thriving businesses, quality jobs and a ready workforce, while also balancing social equity and environmental sustainability. We are developing an action plan to do just this, so we are asking business owners and managers to use this survey to help us identify areas of opportunities and concerns. As key stakeholders, this is part of a deliberate process designed to listen to the business community.



Your input will be used to write a plan with action steps and programs for all City departments. We are calling it the **Integrated Sustainability Action Plan (ISAP)**, and it will be our guide to a more socially equitable, climate-resilient and economically robust community for all. To learn more about sustainability, climate-resiliency and the ISAP, please visit: www.stpete.org/sustainability.

Please share your thoughts about having a business in St. Pete. The survey should take approximately 2-3 minutes to complete.

1. **What are the most important qualities and resources the City should have in order to support a healthy economy and thriving businesses?** (Circle **three** items)
 - Safe neighborhoods for biking and walking
 - Access to parks, businesses and transit
 - Clean streets, beaches and waterways
 - Affordable housing
 - Replacing vacant buildings and empty lots with housing for all income levels
 - Public transportation closer to my business
 - Energy efficiency programs for my business
 - More trash receptacles on our streets
 - Knowing my neighbors

2. **How would your business benefit for the City to support the following?** (Circle **two**)

- Access to nature
- More art activities in my area
- More sport activities in my area
- Preserve St. Petersburg history and historic buildings
- An area that is safe to be outside
- Better connected and safe bike/walk paths

3. **Please rate the City on each, with 5 being best.** If you don't know or don't have an opinion, select N/A.

The City...

Fosters equitable economic prosperity and stability by retaining and expanding businesses in all neighborhoods with support from the business community (Business Retention & Development)	1 2 3 4 5 N/A
Increases overall market demand for products and services that protect the environment (Green Market Development)	1 2 3 4 5 N/A
Creates an increasingly self-reliant community through a robust local economy that strongly supports small independent businesses (Local Economy)	1 2 3 4 5 N/A
Expands job opportunities that support upward economic mobility, offers supportive workplace policies, and pays living wages so that all working people and their families can afford basic necessities without governmental assistance (Quality Jobs & Living Wages)	1 2 3 4 5 N/A
Increases local competitiveness by strengthening clusters of businesses, suppliers, and associated institutions (Targeted Industry Development)	1 2 3 4 5 N/A
Prepares the workforce for successful employment through increasing attainment of post-secondary education and improving outcomes of workforce development programs (Workforce Readiness)	1 2 3 4 5 N/A

4. **Comments regarding any of your responses:**

Sample event photos





Appendix A.5: Mayor's Executive Task Force on Sustainability & Resiliency Meeting Notes (April 18, 2018)



Place: Franklin Templeton
100 Fountain Parkway N
St. Petersburg, FL 33716

Meeting Notes

Date: April 18, 2018

Notes Taken by: Ben Siwinski, Shahieda
Ramajan

Project #: 66148.00

Re: Mayor's Executive Commission on Sustainability and
Resiliency – Meeting #1

ATTENDEES

City of St. Petersburg

Mayor Rick Kriseman
Deputy Mayor Kanika Jelks-Tomalin
Sharon Wright
Brian Caper
Robyn Keefe

ISAP Consultant Team

Ben Siwinski (VHB)
Kari Hewitt (VHB)
Shahieda Ramajan (VHB)
Barbra Anderson (Destination Better)
Janet Hall (Destination Better)
Alfonso Woods (Destination Better)

Sustainability Stakeholder Group

See Attachment 1

On April 18th, 2018, the ISAP team convened the first meeting of the Mayor's Executive Commission on Sustainability and Resiliency at the Franklin Templeton offices in St. Petersburg. A total of 31 invitees completed the sign-in sheet (see Attachment 1).

Attendees were provided handout that included a summary of the STAR Communities scoring for St. Petersburg (Attachment 2) and a simple survey for feedback on sustainability and resiliency issues in St. Petersburg (Attachment 3). Findings of the survey (13 respondents) include –

- Affordable housing, accessibility and safety were identified as the most important qualities and resources the City should have;
- Better connectivity (walking and biking) and safety are the most beneficial items based on the environmental settings of the organizations; and,
- Access to local talent (workforce readiness) is the most important factor to the organizations' business setting.

The ISAP team provided a presentation (Attachment 4) to the Mayor's Executive Commission that provided information on the overall ISAP process, progress to date and a baseline sustainability and resiliency review. During the presentation, the attendees asked the following questions and provided the following observations:

- Is the ISAP specific to energy conservation?
- Poverty statistics may be inaccurate - group member offered to send updated information
- What role do business stakeholders have in the ISAP?
- What is the STAR Communities rating system?
- Transportation and accessibility is still a concern even after job creation
- The City's zoning needs to be more competitive with the current market, or the talent gets poached by private entities, it would also help to lower taxes to allow for growth



- Developers are not focusing on USGBC LEED requirements, and are creating their own design and construction standards
- Retrofitting a building is not worth it for most, there needs to be greater incentive
- Everyone in the community (City, businesses, public) needs to push in the same direction to make a more sustainable and resilient community

The ISAP team broke the attendees up into three groups to share thoughts about the City's challenges, risks and opportunities in the areas of environmental, social and policy/governance (Attachment 5).

Finally, the group was asked to identify one thing they learned today or a commitment to making St. Pete a more sustainable and resilient community (Attachment 6).



Mayor's Executive Commission on Sustainability and Resiliency – Meeting #1

Ref: Mayor's Executive Commission Meeting – Meeting #1
April 18, 2018
Page 3

ATTACHMENT 1: Mayor's Executive Commission on Sustainability and Resiliency Meeting #1 Sign-in Sheets



SIGN-IN SHEET

Name	Organization
Jim Donovan	1 HEART MEDIA
Barbra Ready	Univ
Howard Dixon	Univ
Michael Hewitt	Publix
John R McClain	Bayfront St Petersburg
Kelly Kirschner	Fisker College
Wasson Haynes	Pinalas County Urban League



SIGN-IN SHEET

Name	Organization
Harry Sideris	Duke Energy
Tony Armer	Visit St. Pete Clearwater
Whit Blanton	Forward Pinellas
Karl Nurse	BayTech Label
Chris Sternoch	Chamber
MIKE MENDEL	COUNTY
Kan Tan	City
Brad Miller	PSTA
Charlotte Anderson	Pinellas County Urban League
Jackie Dixon	USE/CMS
Jessica Eilerman	City of St. Petersburg
Keith Harris	Kobie Marketing



SIGN-IN SHEET

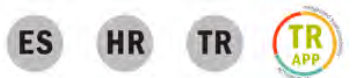
Name	Organization
Brian Caper	City of St. Petersburg
Tony Halbow	" "
Dave Metz	St. Petersburg Downtown Partnership
SHAWN HANNAN	MLK BUSINESS DISTRICT
MARTIN TADLOCK	USFSP
Bob Ready	Vinoy
Howard Boken	Vinoy
Susan Glickman	Southern Alliance for Clean Energy
Darryl LeCuniz	Echelon
JP DeBouque	St Pete BDC
CJ Reynolds	USF CMS
Phil Compton	Sierra Club
Tony A Elmore	TBIC / TEGO Alliance
Hank Hine	DACI

ATTACHMENT 2: Summary of STAR Communities Scoring for St. Petersburg



STAR COMMUNITIES SCORING FOR ST. PETERSBURG

STAR Goal Area	STAR Objective	St. Pete Score	Points Possible	Difference	Brief Description
Natural Systems	Green Infrastructure	2.1	20	17.9	Design and maintain a network of green infrastructure features integrated with the built environment to conserve ecosystem functions and associated benefits to humans; examples: land conservation, tree canopy, bioswale, permeable pavement, rainwater harvesting
Equity & Empowerment	Equitable Services & Access	3.1	20	16.9	Equitable spatial access to foundational community assets within and between neighborhoods and populations; asset examples: transit, libraries, parks, urban canopy, healthful food
Natural Systems	Natural Resource Protection	3.2	20	16.8	Protect, enhance, and restore natural ecosystems and cultural landscapes to confer resilience and support clean water and air, food supply, and public safety
Equity & Empowerment	Environmental Justice	0.0	15	15.0	No neighborhoods or populations are overburdened by environmental pollution
Equity & Empowerment	Human Services	6.2	20	13.8	Ensure that essential human services are readily available for the most vulnerable community members to ensure all residents receive supportive services when needed
Climate & Energy	Greenhouse Gas Mitigation	7.0	20	13.0	Achieve greenhouse gas emissions reductions throughout the community through efficiency, incentives, renewables, education, and more
Equity & Empowerment	Poverty Prevention & Alleviation	7.7	20	12.3	Alleviate the impacts of poverty, prevent people from falling into poverty, and proactively enable those who are living in poverty to obtain greater, lasting economic stability and security
Built Environment	Transportation Choices	8.0	20	12.0	Promote diverse transportation modes, including walking, biking, and public transit, that are safe, low-cost, and reduce vehicle miles traveled
Climate & Energy	Climate Adaptation	3.2	15	11.8	Strengthen the resilience of communities to climate change impacts on built, natural, economic, health, and social systems
Equity & Empowerment	Civic Engagement	4.2	15	10.8	Facilitate inclusive civic engagement through the empowerment of all community members to participate in local decision-making; examples: voter turnout, diverse community representation, inclusive engagement guidelines/training
Economy & Jobs	Green Market Development	4.7	15	10.3	Increase overall market demand for products and services that protect the environment; possibilities: "green" and energy-certified building stock, "green" collar workforce - renewables, energy+, closed loop local systems/by-products
Health & Safety	Community Health & Health System	9.9	20	10.1	Achieve positive health outcomes and minimize health risk factors associated with behaviors and poor indoor air quality in schools and homes
Health & Safety	Food Access & Nutrition	5.3	15	9.7	Ensure that adults and children of all income levels have physical and economic access to fresh and healthful food and have opportunities to learn about nutritious eating and food safety
Economy & Jobs	Quality Jobs & Living Wages	10.4	20	9.6	Expand job opportunities that support upward economic mobility, offer supportive workplace policies, and pay living wages so that all working people and their families can afford basic necessities without governmental assistance
Equity & Empowerment	Civil & Human Rights	0.5	10	9.5	Respect, protect, and fulfill the civil and human rights of all members of the community; metrics for law enforcement complaints/resolution, disparities, established offices, training
Natural Systems	Water in the Environment	10.6	20	9.4	Protect/restore the biological, chemical, and hydrological integrity of waterbodies/waterways
Climate & Energy	Greening the Energy Supply	5.9	15	9.1	Transition the local energy supply for both transportation and non-mobile sources toward the use of renewable, less carbon-intensive, and less toxic alternatives
Education, Arts & Community	Educational Opportunity & Attainment	11.7	20	8.3	Achieve equitable attainment of a quality education for individuals from birth to adulthood





STAR COMMUNITIES SCORING FOR ST. PETERSBURG

STAR Goal Area	STAR Objective	St. Pete Score	Points Possible	Difference	Brief Description
Economy & Jobs	Workforce Readiness	6.8	15	8.2	Prepare workforce for successful employment through increasing attainment of post-secondary education and improving workforce development programs through training, equitable mobility, align education/opportunities, prioritize local hiring, and data-sharing data
Built Environment	Compact & Complete Communities	12.6	20	7.4	Concentrate development in compact, human-scaled, walkable centers and neighborhoods that connect to public transit, offer diverse uses and services, and provide housing options for families of all income levels
Economy & Jobs	Local Economy	7.9	15	7.1	Create an increasingly self-reliant community through robust local economy
Built Environment	Housing Affordability	8.4	15	6.6	Construct, preserve, and maintain an adequate and diverse supply of location-efficient and affordable housing options for all residents
Natural Systems	Biodiversity & Invasive Species	4.2	10	5.8	Maintain the urban ecosystem habitat at levels that promote biodiversity and manage or prevent invasive species
Health & Safety	Safe Communities	9.3	15	5.7	Prevent and reduce crime and increase perceptions of safety through interagency collaboration and with residents as empowered partners
Health & Safety	Active Living	10.4	15	4.6	Enable adults and kids to maintain healthy, active lifestyles by integrating physical activity into their daily routines
Built Environment	Ambient Noise & Light	1.2	5	3.8	Minimize and manage ambient noise and light levels to protect public health and the integrity of ecological systems
Health & Safety	Hazard Mitigation- Natural and Human Hazards	11.6	15	3.4	Reduce or eliminate the long-term risk to life and property from existing hazard events through an on-going process that occurs before, during, and after disasters
Built Environment	Infill & Redevelopment	6.7	10	3.3	Focus growth and redevelopment in infill areas to reduce sprawl and ensure existing infrastructure that supports the community is in satisfactory working condition
Education, Arts & Community	Social & Cultural Diversity	6.8	10	3.2	Celebrate, respect, and represent the diverse social and cultural backgrounds of the community and its members
Economy & Jobs	Targeted Industry Development	12.0	15	3.0	Increase local competitiveness by strengthening clusters of businesses, suppliers, and associated institutions
Education, Arts & Community	Historic Preservation	7.0	10	3.0	Preserve and reuse historic structures and sites to retain local, regional, and national history and heritage, and reinforce community character
Education, Arts & Community	Community Cohesion	13.4	15	1.6	Promote socially cohesive neighborhoods where residents are connected, have a sense of place, and feel committed to their community
Built Environment	Community Water Systems	13.9	15	1.1	Provide a clean and secure water supply for all local users through the management of potable water, wastewater, stormwater, and other piped infrastructure
Built Environment	Public Spaces	14.8	15	0.2	Create a system of well-used and enjoyable public parkland that feature equitable, convenient access for residents throughout the community
Economy & Jobs	Business Retention & Development	20.0	20	0.0	Foster equitable economic prosperity and stability by retaining and expanding businesses in all neighborhoods with support from the business community
Education, Arts & Community	Arts & Culture	15.0	15	0.0	Provide a broad range of arts and cultural resources and activities that encourage community member participation, creative self-expression, and community revitalization
Health & Safety	Emergency Prevention & Response	15.0	15	0.0	Reduce harm to humans and property by utilizing collaborative approaches to increase capability and capacity to respond to emergency incidents
Natural Systems	Outdoor Air Quality	15.0	15	0.0	Ensure that outdoor air quality is healthy for all segments of the human population and protects the welfare of the community - EPA Attainment or Maintenance status



ATTACHMENT 3: St. Petersburg ISAP Sustainability and Resiliency Survey



ST. PETE INTEGRATED SUSTAINABILITY ACTION PLAN (ISAP) REQUEST FOR ENGAGEMENT

Let's warm up!

The following are a few questions and space for your thoughts about business in St. Pete.



1. What are the most important qualities and resources the City should have in order to support a healthy economy and a thriving community? (Check three items)

- ☐ Safe neighborhoods for biking and walking
- ☐ Access to parks, businesses and transit
- ☐ Clean streets, beaches and waterways
- ☐ Affordable housing
- ☐ Replacing vacant buildings and empty lots with housing for all income levels
- ☐ Public transportation closer to my organization
- ☐ Energy efficiency programs for my organization
- ☐ More trash receptacles in public areas
- ☐ Knowing my neighbors

2. Thinking of your organization's environmental setting, which of the following would benefit your organization the most? (Check two items)

- ☐ Access to nature
- ☐ More art activities in my area
- ☐ More sport activities in my area
- ☐ Preserve St. Petersburg history and historic buildings
- ☐ An area that is safe to be outside
- ☐ Better connected and safe bike/walk paths

ES

HR

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KEEP
INFORMED AT:
[www.stpete.org/
sustainability](http://www.stpete.org/sustainability)

3. Thinking of your organization's business setting, what is most important to you? (Check two items)

- ☐ Access to local capital
- ☐ Access to local talent (workforce readiness)
- ☐ Access to community and local business partnerships
- ☐ Collaboration with local governments to promote business-friendly regulations
- ☐ Ability to grow in the current setting/location

4. Please rate City government and business partnerships on each, with 5 being best. If you don't know or don't have an opinion, select N/A.

Fosters equitable economic prosperity and stability by retaining and expanding businesses in all neighborhoods with support from the business community (<i>Business Retention & Development</i>)	① ② ③ ④ ⑤ N/A
Increases overall market demand for products and services that protect the environment (<i>Green Market Development</i>)	① ② ③ ④ ⑤ N/A
Creates an increasingly self-reliant community through a robust local economy that strongly supports small independent businesses (<i>Local Economy</i>)	① ② ③ ④ ⑤ N/A
Expands job opportunities that support upward economic mobility, offers supportive workplace policies, and pays living wages so that all working people and their families can afford basic necessities without governmental assistance (<i>Quality Jobs & Living Wages</i>)	① ② ③ ④ ⑤ N/A

Increases local competitiveness by strengthening clusters of businesses, suppliers, and associated institutions
(*Targeted Industry Development*)

① ② ③ ④ ⑤
N/A

Prepares the workforce for successful employment through increasing attainment of post-secondary education and improving outcomes of workforce development programs
(*Workforce Readiness*)

① ② ③ ④ ⑤
N/A

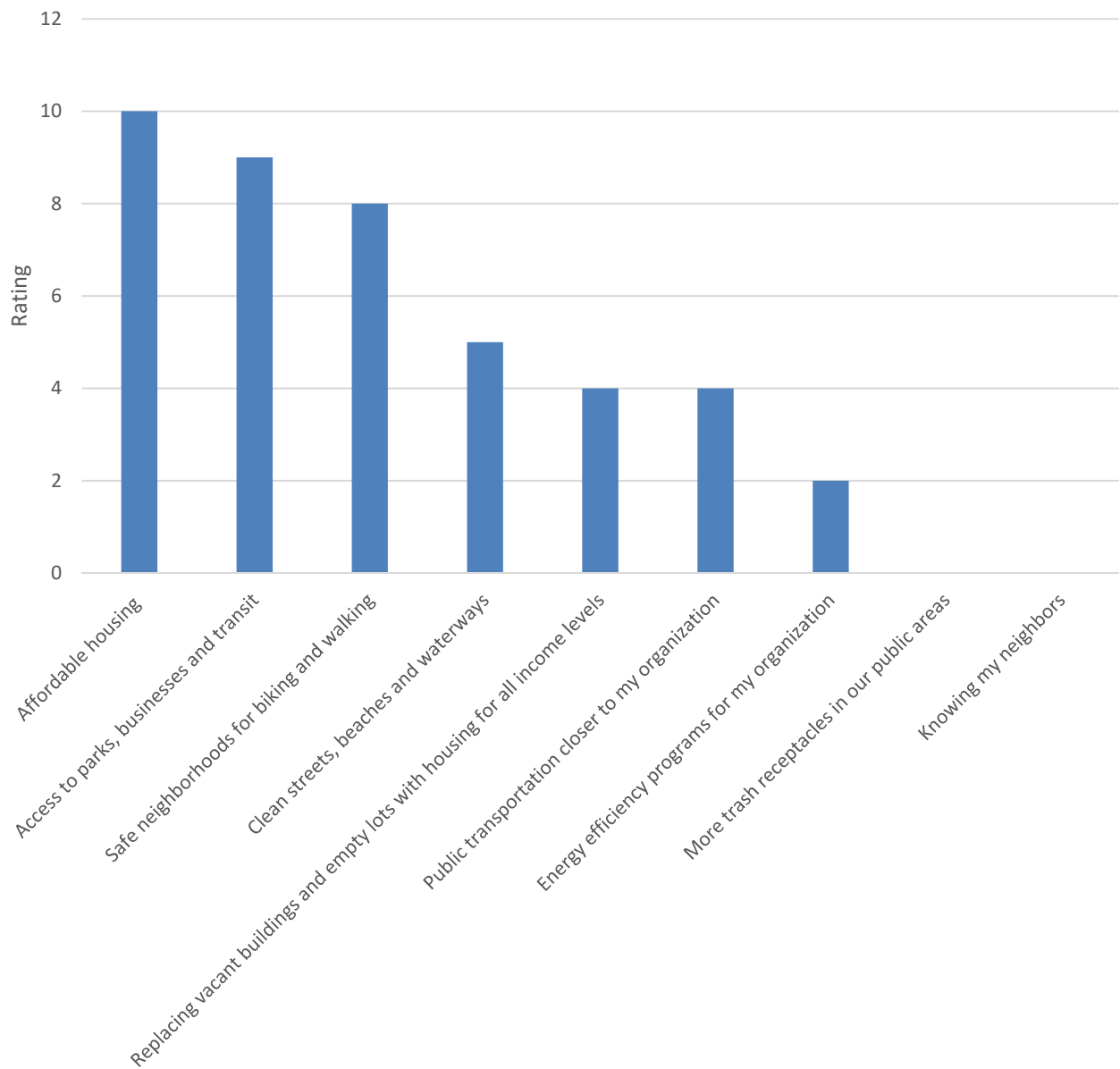
5. Comments regarding any of your responses:

THANK YOU FOR PARTICIPATING.

Email us with any additional thoughts, suggestions and strategies to advance the sustainability goals of the City to StPeteISAP@vhb.com.



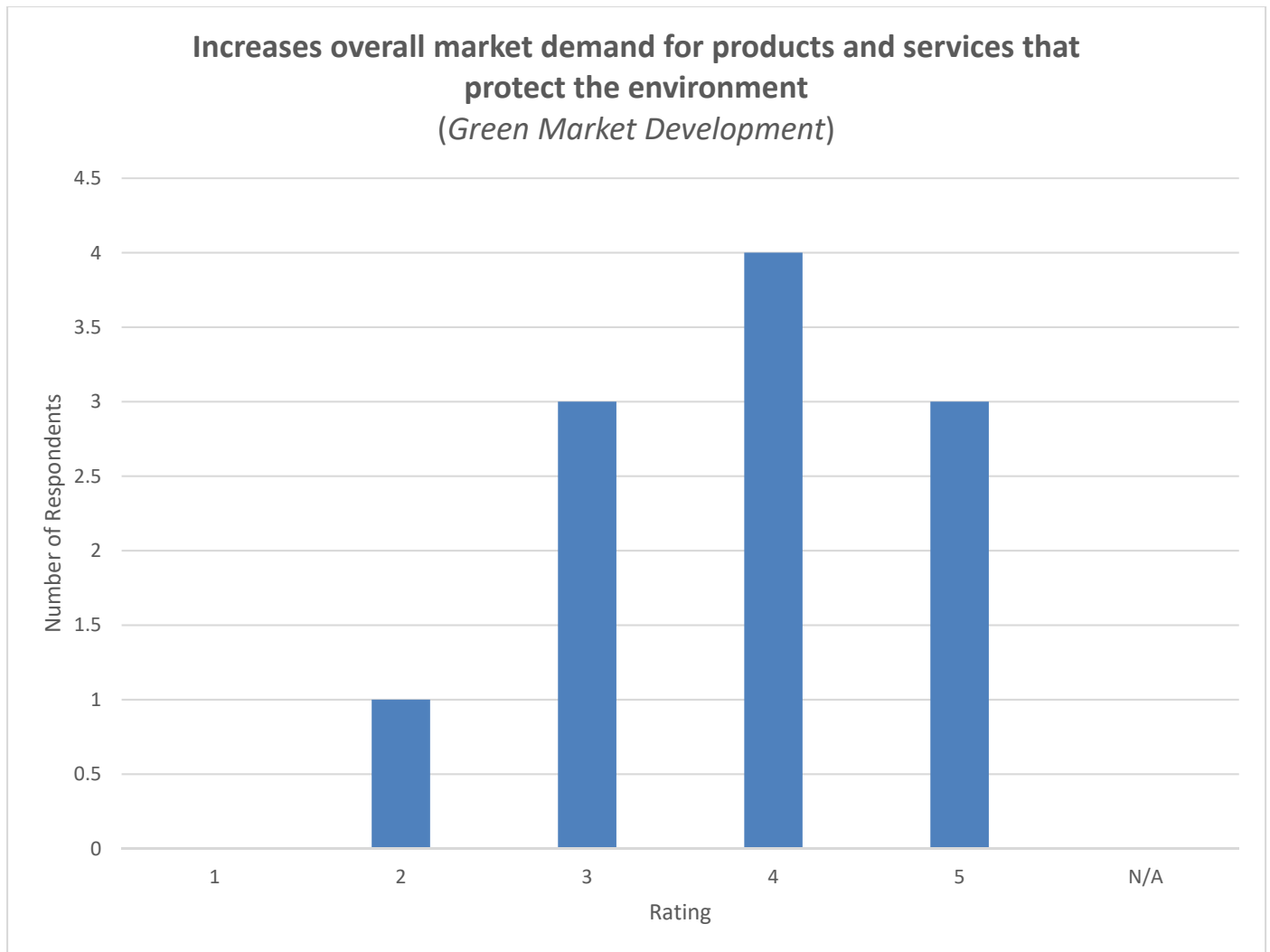
Q1. What are the most important qualities and resources the City should have in order to support a healthy economy and thriving community

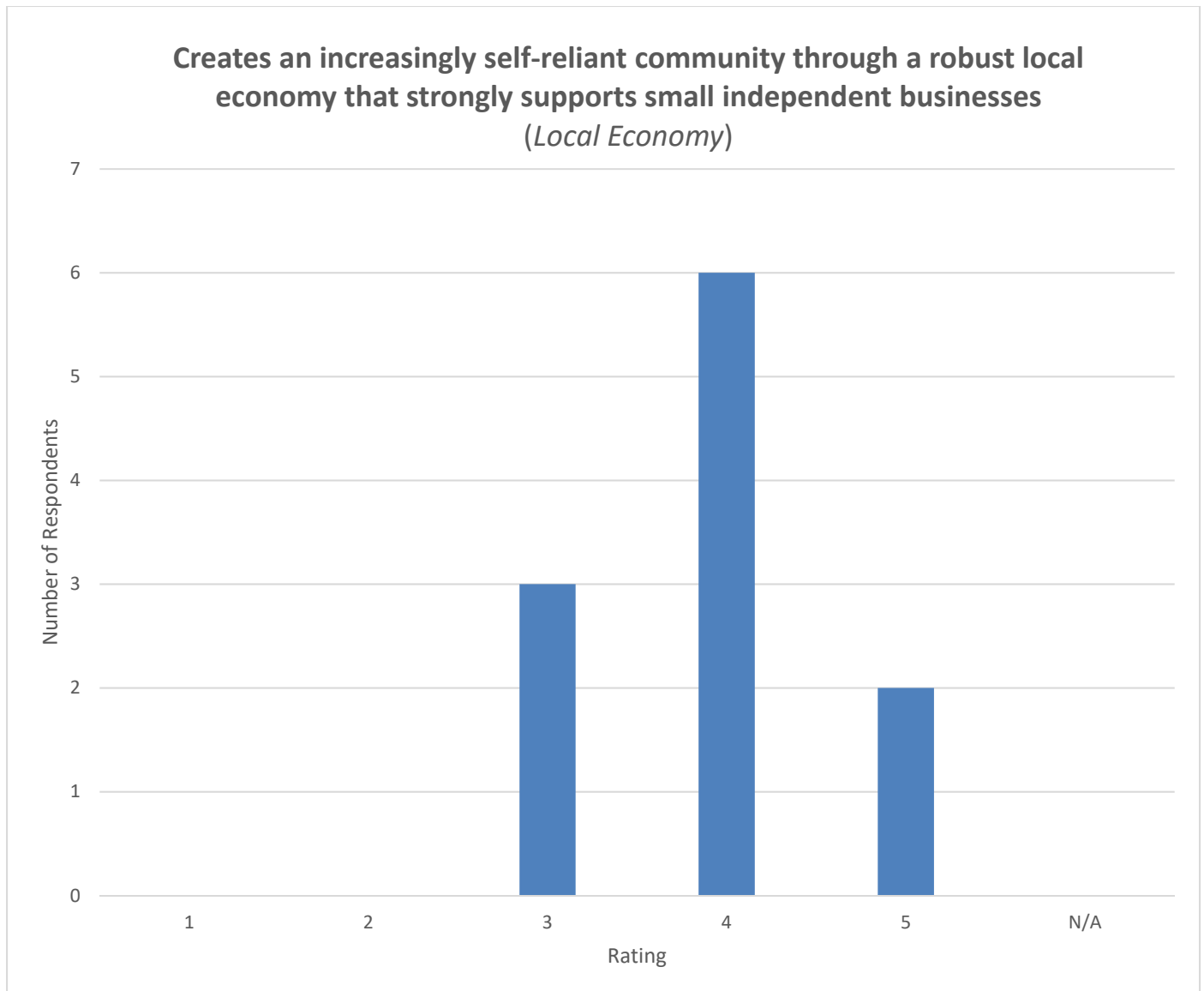




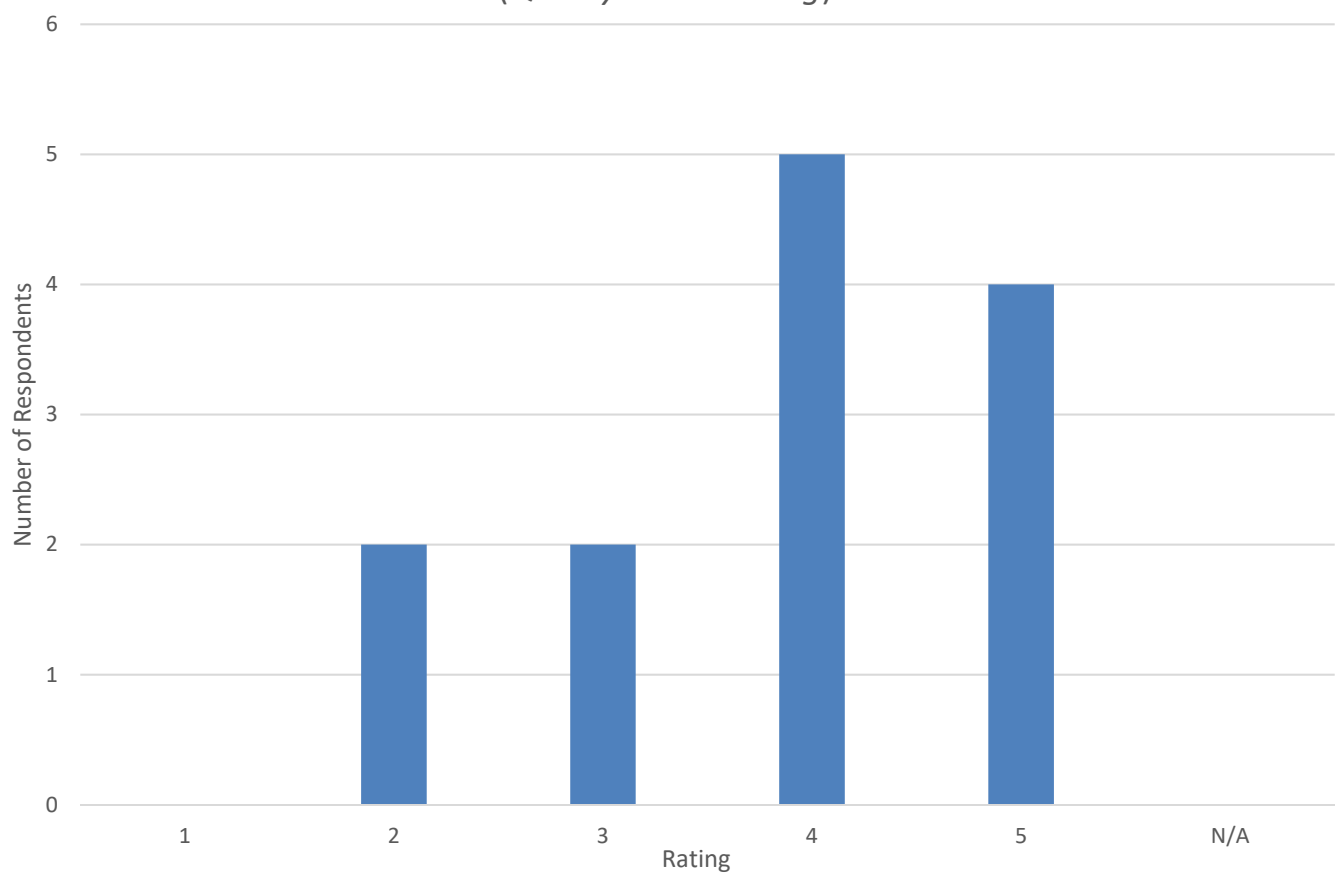
Q4: Please rate City government and business partners on each, with five being best. If you don't know, or don't have an opinion, select N/A.

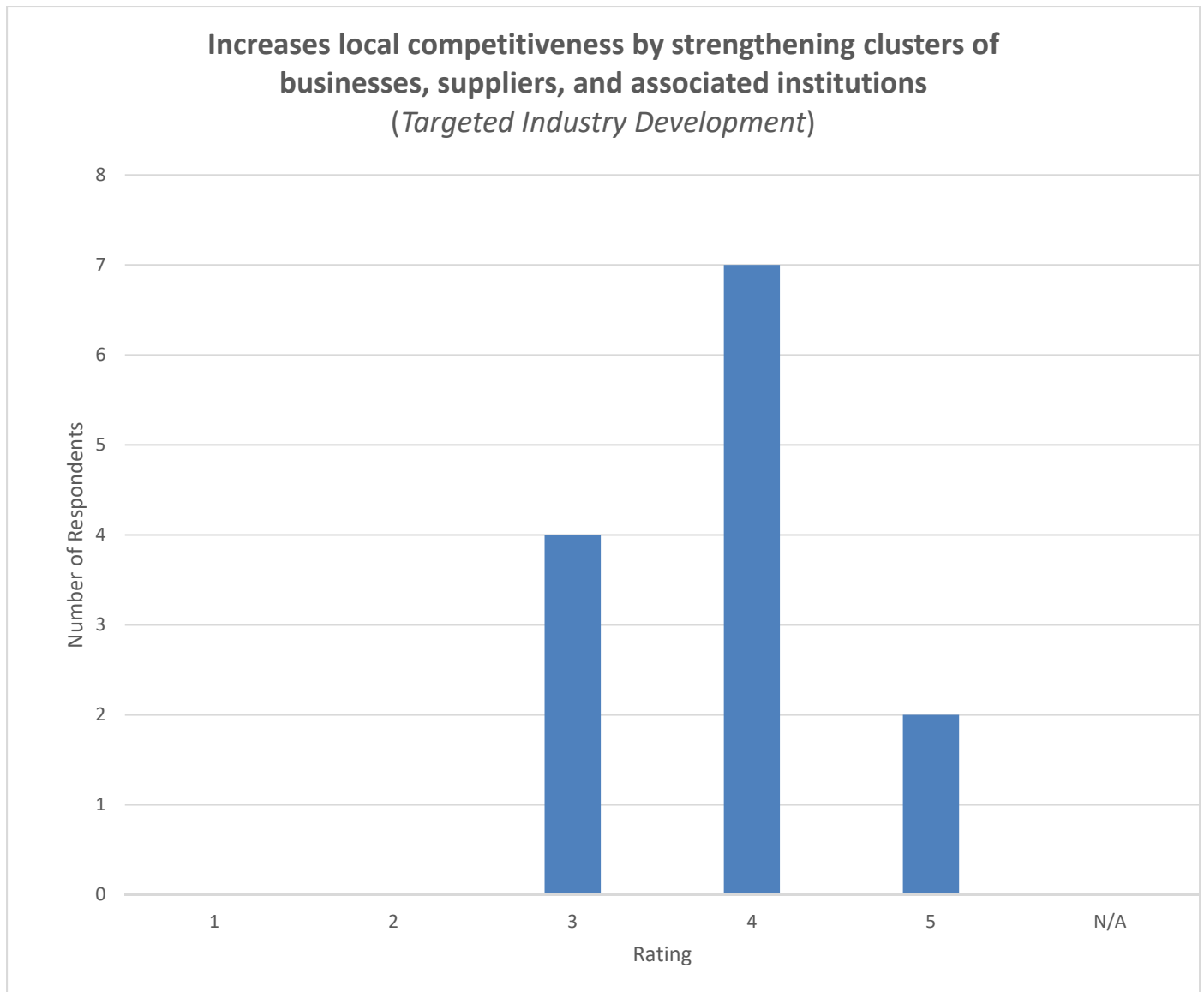


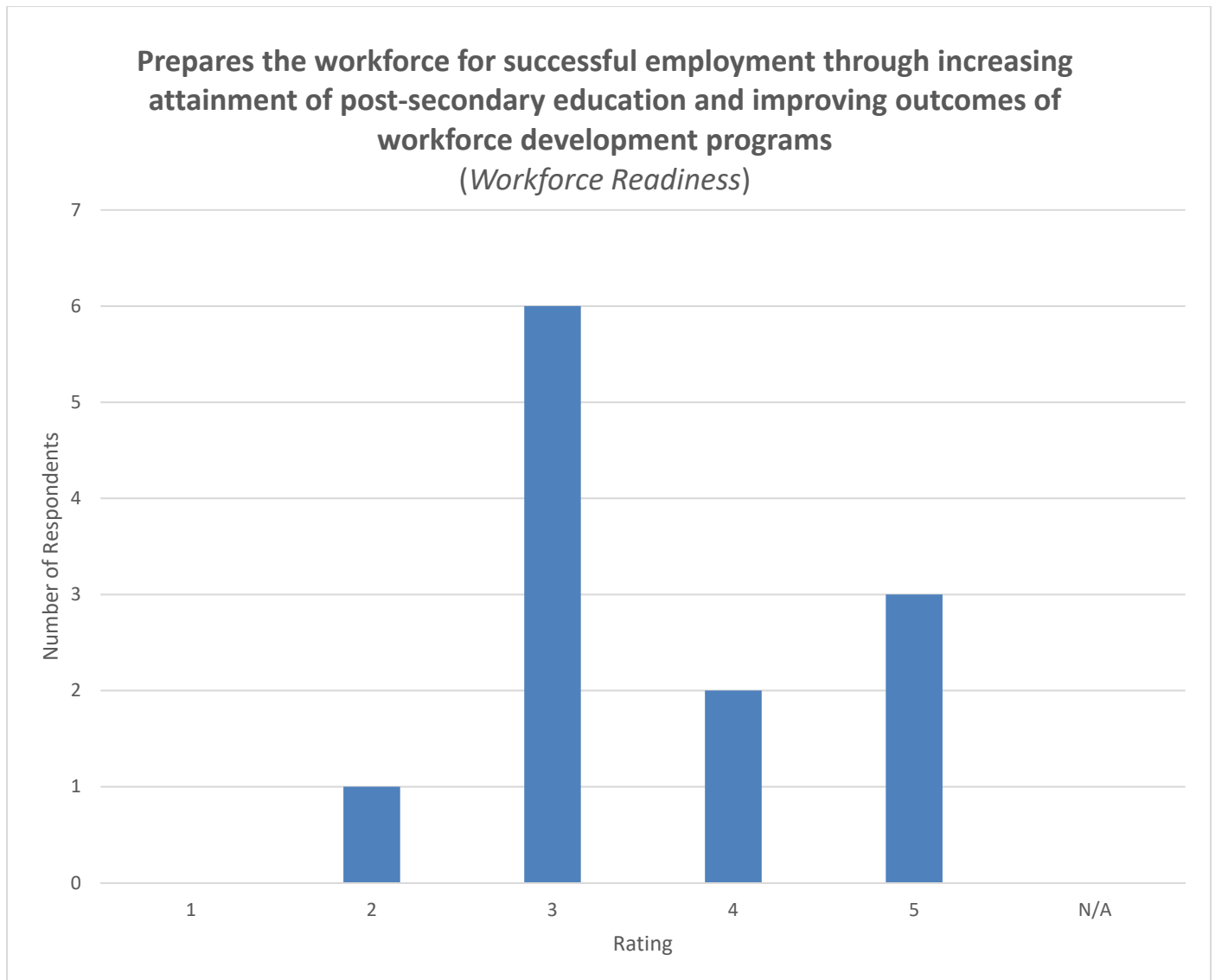




**Expands job opportunities that support upward economic mobility,
offers supportive workplace policies, and pays living wages so that all
working people and their families can afford basic necessities without
governmental assistance**
(Quality Jobs & Living)







**ATTACHMENT 4: Mayor's Executive Commission on Sustainability and Resiliency Meeting #1
Presentation**

Title page and Agenda slides shown only due to file size



MAYOR'S EXECUTIVE TASK FORCE ON SUSTAINABILITY & RESILIENCY

Meeting #1: April 18, 2018

Presented by

Sharon Wright, Sustainability & Resiliency
Director, Mayor's Office

Ben Siwinski and **Kari Hewitt**, VHB

Barbra Anderson, Janet Hall and **Alfonso
Woods**, Destination Better





AGENDA

- Welcome and Introductions
- Remarks from Mayor
- Overall ISAP process and progress to date
- Baseline Review – how is St Pete doing now?
- Challenges, Risks and Opportunities – Facilitated Discussion
- Vision and Goals – Facilitated Discussion
- Commitment Exercise

**ATTACHMENT 5: Mayor's Executive Commission on Sustainability and Resiliency Meeting #1
Break-out Group Notes**

5.1 Group 1

	Social	Environmental	Governance/Policy
Risks/Challenges	<ul style="list-style-type: none"> • Economy & jobs: longer term resources for changing professions • Job training (skilled trades – building/ construction) • What if Hurricane Irma was a direct hit here? • Quality public education • Climate/Health 		<ul style="list-style-type: none"> • City more competitive wages • Different costs of operating in different parts of City • Safety • Pay taxes • Follow rule of law • Expensive
Opportunities	<ul style="list-style-type: none"> • Stats on young talent • Celebrate diversity and inclusion and of development and networking opportunity/ specific for women and minorities • County, state lacking support for schools, infrastructure • Building development targeting 2nd homeowners empty buildings. opportunity? impacts? • SELF program: more money in pockets cover utility bills 	<ul style="list-style-type: none"> • LED lighting • Recycling • Waste disposal reduction 	<ul style="list-style-type: none"> • Turn all HVAC down 1 degree

5.2 Group 2

	Social	Environmental	Governance/Policy
Risks/Challenges	<ul style="list-style-type: none"> • Transportation to support tourism • Senior meals, affordable housing, transportation • Workforce housing • Food security 	<ul style="list-style-type: none"> • County has 17 different water systems – need to communicate • Eckerd College sewage service weather event • Tourism – clean beaches • Electric vehicle battery recharging systems 	<ul style="list-style-type: none"> • Clean drinking water and access to reclaimed water for irrigation • Native landscape policies • Economic and building incentives • Transportation changes – Uber/Lyft is crowding roads
Opportunities	<ul style="list-style-type: none"> • Public education • Food security • Food waste • Transit oriented communities 	<ul style="list-style-type: none"> • Fleets and vehicle conversions to clean cars 	<ul style="list-style-type: none"> • Publix weather event continuity • Best practices shared with local governments • Building codes – micro-housing

5.3 Group 3

	Social	Environmental	Governance/Policy
Risks/Challenges	<ul style="list-style-type: none"> • Affordable childcare • K-12, concern from new employees that they won't be able to find night school for their children • Pedestrian crossing concerns • Reduction of poverty; can't afford to work and not be eligible for public assistance • Lack of talent; general job skills are lacking • College graduates leave the area; talent drain • Safety/crime • Behavioral health 	<ul style="list-style-type: none"> • Coastal stability (beach re-nourish) • Seawalls vs natural mitigation • Sea level rise and weather problems • Noisy downtown • Storm threats on small businesses 	<ul style="list-style-type: none"> • Wages are lower than national average (hard to attract workers) • Flood insurance • Consolidation of USF • Transportation to training, jobs and better paying jobs • Lack of available quality (and industrial) office space • Lack of public transportation across Tampa • Affordable housing for employees
Opportunities	<ul style="list-style-type: none"> • Collaboration across healthcare organizations to reduce crime and health issues 	<ul style="list-style-type: none"> • Water front plan execution 	<ul style="list-style-type: none"> • Innovation District • Losing Rays • Trop site development

ATTACHMENT 6: What did you learn today? / What is your commitment to making St. Pete a more sustainable and resilient community?

The group was asked to make a comment about what they learned or a commitment to enhancing sustainability and resiliency in St. Pete. The following is a summary of the comments and commitments that were expressed:

- Match Jabil with school advisory board
- I learned the City was conducting the ISAP
- Prospect of codes to ensure energy efficiency in rental properties
- More about the STAR Community and how important it is that we share
- Was not aware of City's efforts as it related to studying greenhouse emissions
- Greenhouse gas emissions from stationary sources are greater than transportation
- 50% of the food thrown away is at home
- Building a new energy efficient building is cheaper than renovating
- Creating a strong talent base – developing the 2nd in command
- I learned that the City's STAR report exists and prioritizes transit
- Confirmed competition for talent in St. Pete heavily impacted by dynamic factors including travel time
- Progress on STAR goal areas
- Can we measure our greenhouse emissions impact (carbon footprint)?
- I learned that we are conducting a greenhouse gas inventory
- Concern for livable wage and cost of training



Appendix A.6: Business Associations Meeting Notes (May 10, 2018)



Place: Willis S. Johns Recreation Center
6635 Dr. Martin Luther King Jr. St. N
St. Petersburg, FL 33702

Meeting Notes

Date: May 10, 2018

Notes Taken by: Ben Siwinski

Project #: 66148.00

Re: Business Associations Group Meeting

ATTENDEES

City of St. Petersburg

Sharon Wright
Jessica Eilerman
Alexandria Hancock

ISAP Consultant Team

Ben Siwinski (VHB)
Barbra Anderson (Destination Better)
Janet Hall (Destination Better)
Alfonso Woods (Destination Better)

Business Associations Group

See Attachment 1

On May 10th, 2018, the ISAP team convened the meeting of Business Association representatives to discuss the sustainability and resiliency issues at the Willis S. Johns Recreation Center offices in St. Petersburg. A total of 17 invitees signed in to the event (see Attachment 1).

Attendees were provided handouts that included a summary of the STAR Communities scoring for St. Petersburg (Attachment 2) and a simple survey for feedback on sustainability and resiliency issues in St. Petersburg (Attachment 3). Findings of the survey (8 respondents) include –

- Safety, a clean environment, affordable housing, and replacement of vacant buildings were identified as the most important qualities and resources the City should have;
- Better connectivity (walking and biking) and safety are the most beneficial items based on the environmental settings of the organizations; and,
- Access to local talent (workforce readiness), collaboration with local government, and ability to grow in the current setting/location are the most important factors to the organizations' business setting.

The ISAP team provided a presentation (Attachment 4) to the Business Associations that provided information on the overall ISAP process, progress to date and a baseline sustainability and resiliency review.

The ISAP team broke the attendees up into three groups to share thoughts about the City's challenges, risks and opportunities in the areas of environmental, social and policy/governance (Attachment 5).

The City's invite email (with agenda) and thank you email (with toolkit) are provided in Attachment 6.



Business Associations Group on Sustainability and Resiliency Meeting

**ATTACHMENT 1: Business Associations Group on Sustainability and Resiliency Meeting Sign-in
Sheets**





WOULD YOU LIKE TO RECEIVE UPDATES AND INVITES FROM THE OFFICE OF SUSTAINABILITY & RESILIENCY?

Name	Email Address (WRITE NEATLY PLEASE)	Phone Number
Mary Brown, FLCO		727-327-9546
Debbie Miller FLCO		321-0928
Herbert Miller FLCO		321-0928
John Barkett	john@barkettrealty.com	727-388-9500
Christina Davenport	christina@jmiresource.com	813-909-9466
Roy Nyström	rnystrom@biltmoreconstruction.com	727-336-0551
Calvin Brown	cbrown@PCHL.org	727-478-2372
Jeff Donnel	Jeff.Donnel@gmail.com	727-892-5333
Shannon Bruchalski	Shannon.bruchalski@snh.com	727-345-0124
BARBARA VOGLMEIER	info@edgedistrict.org	727-329-8869



WOULD YOU LIKE TO RECEIVE UPDATES AND INVITES FROM THE OFFICE OF SUSTAINABILITY & RESILIENCY?

Name	Email Address (WRITE NEATLY PLEASE)	Phone Number
Annemarie Boss	aboss@stpeteinnovationdistrict.com	772-584-1520
Alvin Burden	16 th St Buss. Asso.	727-741-6029
Matt L. Heller	m.l.heller@stpete.com	727-643-0200
SHAWN HANNAN	SHAWN@TAMMABAYFURNISHINGS.COM	727-542-7988
JONATHAN TALLON	GCD@grandcentralsdistrict.org	727-717-084
Mark Aeling	mark@mgsculpture.com	727-327-3473
Musallam Haddad	Musallam@msn.com	(727) 565-6593

ATTACHMENT 2: Summary of STAR Communities Scoring for St. Petersburg



STAR COMMUNITIES SCORING FOR ST. PETERSBURG

STAR Goal Area	STAR Objective	St. Pete Score	Points Possible	Difference	Brief Description
Natural Systems	Green Infrastructure	2.1	20	17.9	Design and maintain a network of green infrastructure features integrated with the built environment to conserve ecosystem functions and associated benefits to humans; examples: land conservation, tree canopy, bioswale, permeable pavement, rainwater harvesting
Equity & Empowerment	Equitable Services & Access	3.1	20	16.9	Equitable spatial access to foundational community assets within and between neighborhoods and populations; asset examples: transit, libraries, parks, urban canopy, healthful food
Natural Systems	Natural Resource Protection	3.2	20	16.8	Protect, enhance, and restore natural ecosystems and cultural landscapes to confer resilience and support clean water and air, food supply, and public safety
Equity & Empowerment	Environmental Justice	0.0	15	15.0	No neighborhoods or populations are overburdened by environmental pollution
Equity & Empowerment	Human Services	6.2	20	13.8	Ensure that essential human services are readily available for the most vulnerable community members to ensure all residents receive supportive services when needed
Climate & Energy	Greenhouse Gas Mitigation	7.0	20	13.0	Achieve greenhouse gas emissions reductions throughout the community through efficiency, incentives, renewables, education, and more
Equity & Empowerment	Poverty Prevention & Alleviation	7.7	20	12.3	Alleviate the impacts of poverty, prevent people from falling into poverty, and proactively enable those who are living in poverty to obtain greater, lasting economic stability and security
Built Environment	Transportation Choices	8.0	20	12.0	Promote diverse transportation modes, including walking, biking, and public transit, that are safe, low-cost, and reduce vehicle miles traveled
Climate & Energy	Climate Adaptation	3.2	15	11.8	Strengthen the resilience of communities to climate change impacts on built, natural, economic, health, and social systems
Equity & Empowerment	Civic Engagement	4.2	15	10.8	Facilitate inclusive civic engagement through the empowerment of all community members to participate in local decision-making; examples: voter turnout, diverse community representation, inclusive engagement guidelines/training
Economy & Jobs	Green Market Development	4.7	15	10.3	Increase overall market demand for products and services that protect the environment; possibilities: "green" and energy-certified building stock, "green" collar workforce - renewables, energy+, closed loop local systems/by-products
Health & Safety	Community Health & Health System	9.9	20	10.1	Achieve positive health outcomes and minimize health risk factors associated with behaviors and poor indoor air quality in schools and homes
Health & Safety	Food Access & Nutrition	5.3	15	9.7	Ensure that adults and children of all income levels have physical and economic access to fresh and healthful food and have opportunities to learn about nutritious eating and food safety
Economy & Jobs	Quality Jobs & Living Wages	10.4	20	9.6	Expand job opportunities that support upward economic mobility, offer supportive workplace policies, and pay living wages so that all working people and their families can afford basic necessities without governmental assistance
Equity & Empowerment	Civil & Human Rights	0.5	10	9.5	Respect, protect, and fulfill the civil and human rights of all members of the community; metrics for law enforcement complaints/resolution, disparities, established offices, training
Natural Systems	Water in the Environment	10.6	20	9.4	Protect/restore the biological, chemical, and hydrological integrity of waterbodies/waterways
Climate & Energy	Greening the Energy Supply	5.9	15	9.1	Transition the local energy supply for both transportation and non-mobile sources toward the use of renewable, less carbon-intensive, and less toxic alternatives
Education, Arts & Community	Educational Opportunity & Attainment	11.7	20	8.3	Achieve equitable attainment of a quality education for individuals from birth to adulthood





STAR COMMUNITIES SCORING FOR ST. PETERSBURG

STAR Goal Area	STAR Objective	St. Pete Score	Points Possible	Difference	Brief Description
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Built Environment	Compact & Complete Communities	12.6	20	7.4	Concentrate development in compact, human-scaled, walkable centers and neighborhoods that connect to public transit, offer diverse uses and services, and provide housing options for families of all income levels
Economy & Jobs	Local Economy	7.9	15	7.1	Create an increasingly self-reliant community through robust local economy
Built Environment	Housing Affordability	8.4	15	6.6	Construct, preserve, and maintain an adequate and diverse supply of location-efficient and affordable housing options for all residents
Natural Systems	Biodiversity & Invasive Species	4.2	10	5.8	Maintain the urban ecosystem habitat at levels that promote biodiversity and manage or prevent invasive species
Health & Safety	Safe Communities	9.3	15	5.7	Prevent and reduce crime and increase perceptions of safety through interagency collaboration and with residents as empowered partners
Health & Safety	Active Living	10.4	15	4.6	Enable adults and kids to maintain healthy, active lifestyles by integrating physical activity into their daily routines
Built Environment	Ambient Noise & Light	1.2	5	3.8	Minimize and manage ambient noise and light levels to protect public health and the integrity of ecological systems
Health & Safety	Hazard Mitigation- Natural and Human Hazards	11.6	15	3.4	Reduce or eliminate the long-term risk to life and property from existing hazard events through an on-going process that occurs before, during, and after disasters
Built Environment	Infill & Redevelopment	6.7	10	3.3	Focus growth and redevelopment in infill areas to reduce sprawl and ensure existing infrastructure that supports the community is in satisfactory working condition
Education, Arts & Community	Social & Cultural Diversity	6.8	10	3.2	Celebrate, respect, and represent the diverse social and cultural backgrounds of the community and its members
Economy & Jobs	Targeted Industry Development	12.0	15	3.0	Increase local competitiveness by strengthening clusters of businesses, suppliers, and associated institutions
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Built Environment	Community Water Systems	13.9	15	1.1	Provide a clean and secure water supply for all local users through the management of potable water, wastewater, stormwater, and other piped infrastructure
Built Environment	Public Spaces	14.8	15	0.2	Create a system of well-used and enjoyable public parkland that feature equitable, convenient access for residents throughout the community
Economy & Jobs	Business Retention & Development	20.0	20	0.0	Foster equitable economic prosperity and stability by retaining and expanding businesses in all neighborhoods with support from the business community
Education, Arts & Community	Arts & Culture	15.0	15	0.0	Provide a broad range of arts and cultural resources and activities that encourage community member participation, creative self-expression, and community revitalization
Health & Safety	Emergency Prevention & Response	15.0	15	0.0	Reduce harm to humans and property by utilizing collaborative approaches to increase capability and capacity to respond to emergency incidents
Natural Systems	Outdoor Air Quality	15.0	15	0.0	Ensure that outdoor air quality is healthy for all segments of the human population and protects the welfare of the community - EPA Attainment or Maintenance status

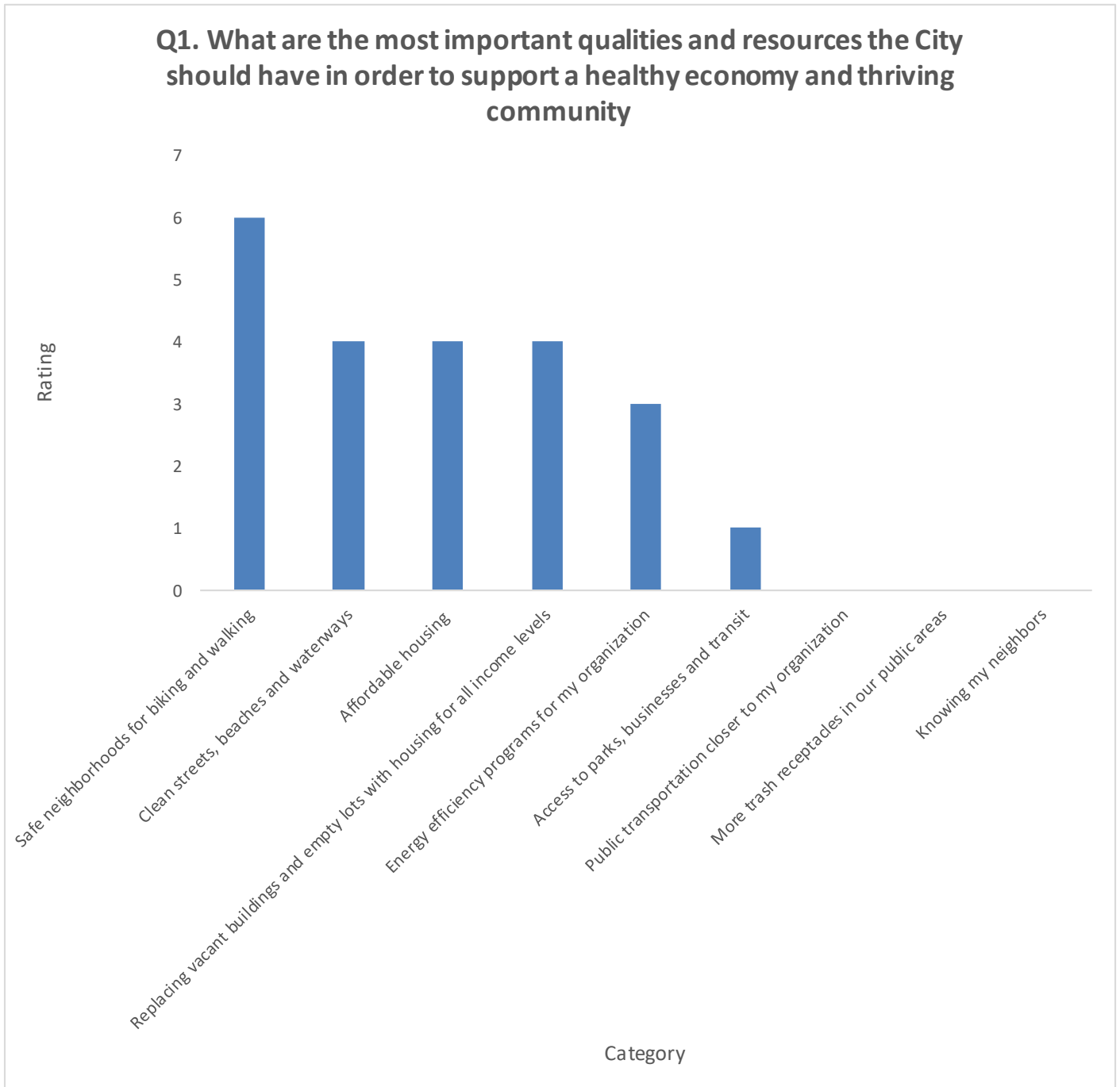


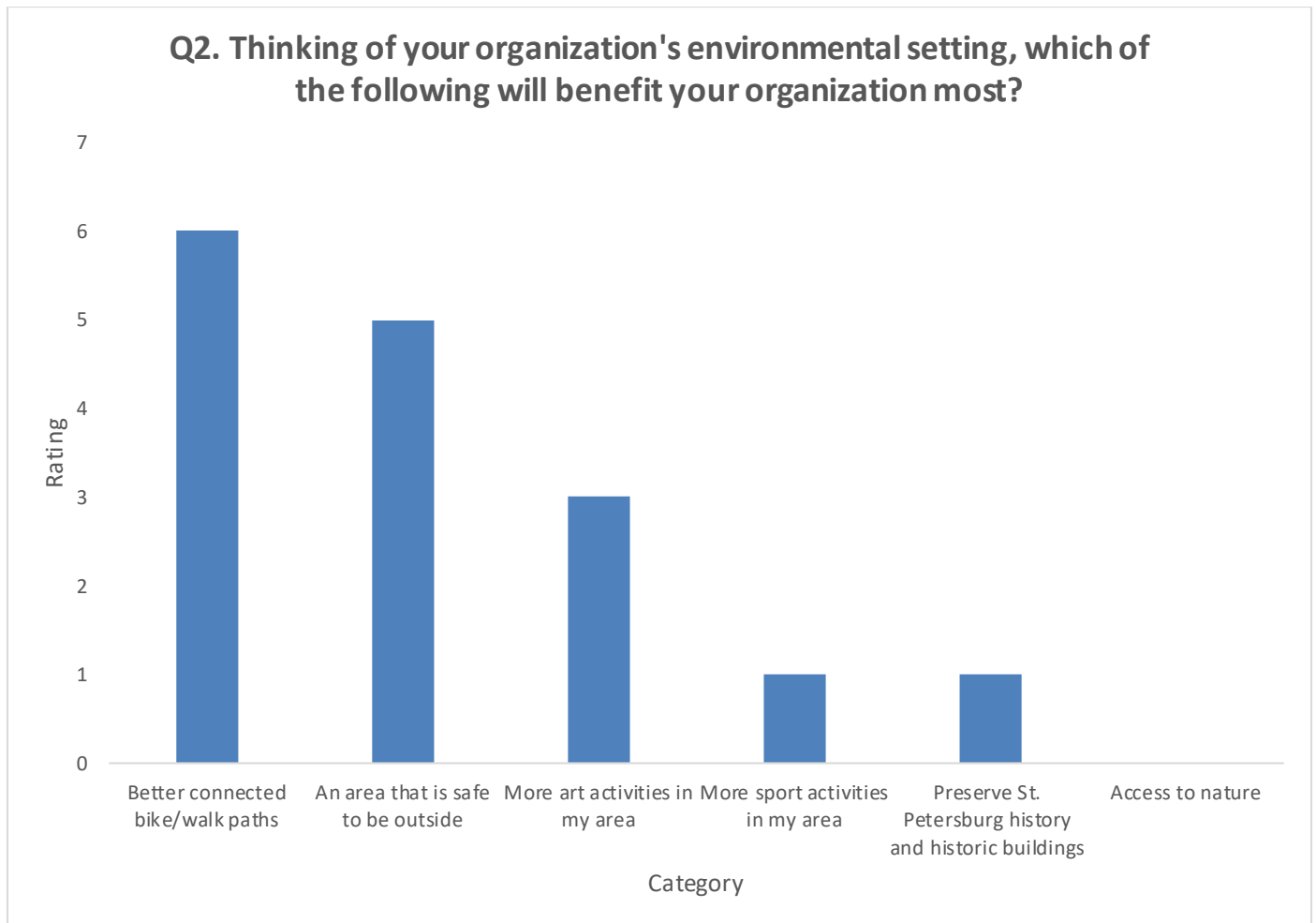
ATTACHMENT 3: St. Petersburg ISAP Sustainability and Resiliency Survey

The group returned eight (8) completed surveys at the meeting, and were allowed to provide comments, which are listed here:

- Affordable housing
- Affordable commercial rent in all districts to sustain character and mix
- Small business protection
- Much more careful oversight of protections over development (we are not growing smarter)
- St. Pete environment:
 - Vision
 - Mission
 - Accessibility
 - Sincerity
 - Passion- Rocks!!

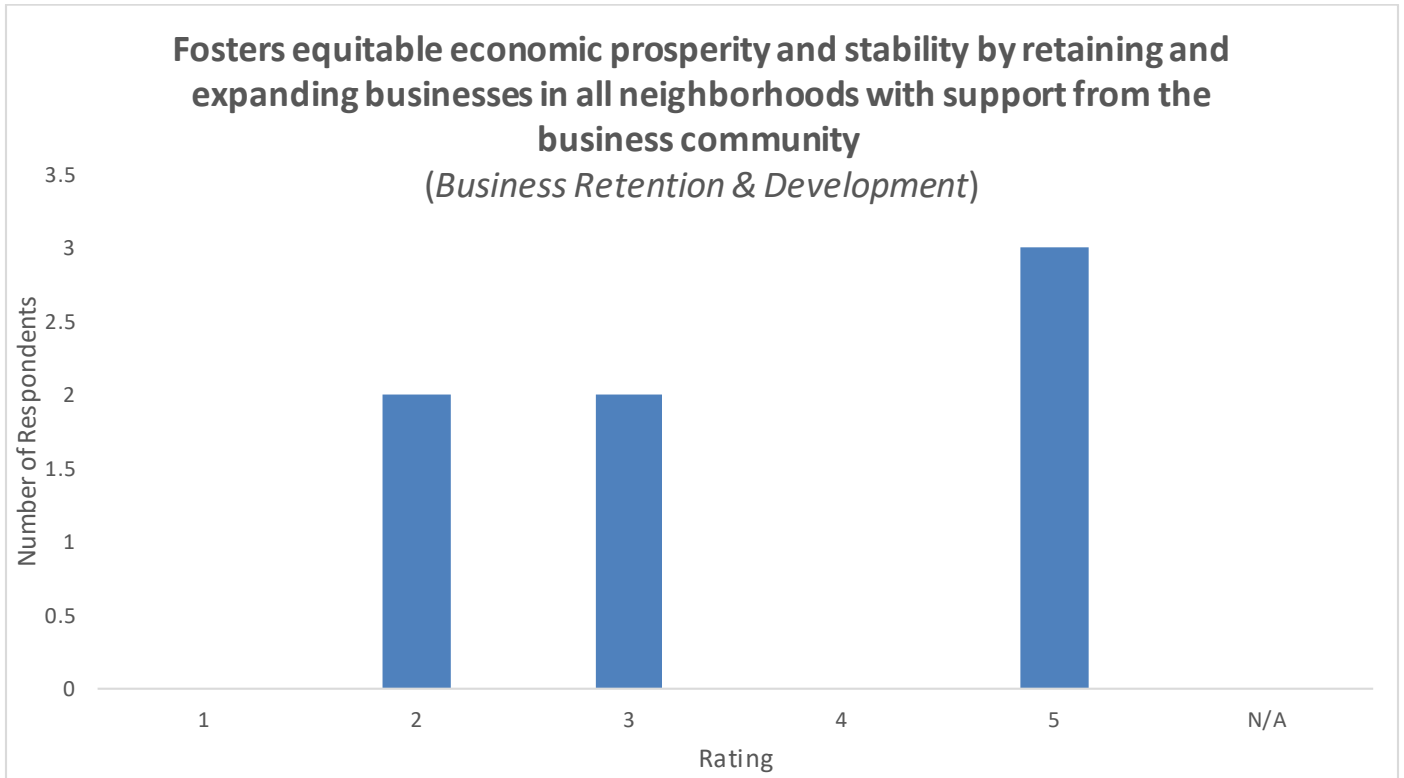
Responses to the other questions on the survey are provided on the following pages.

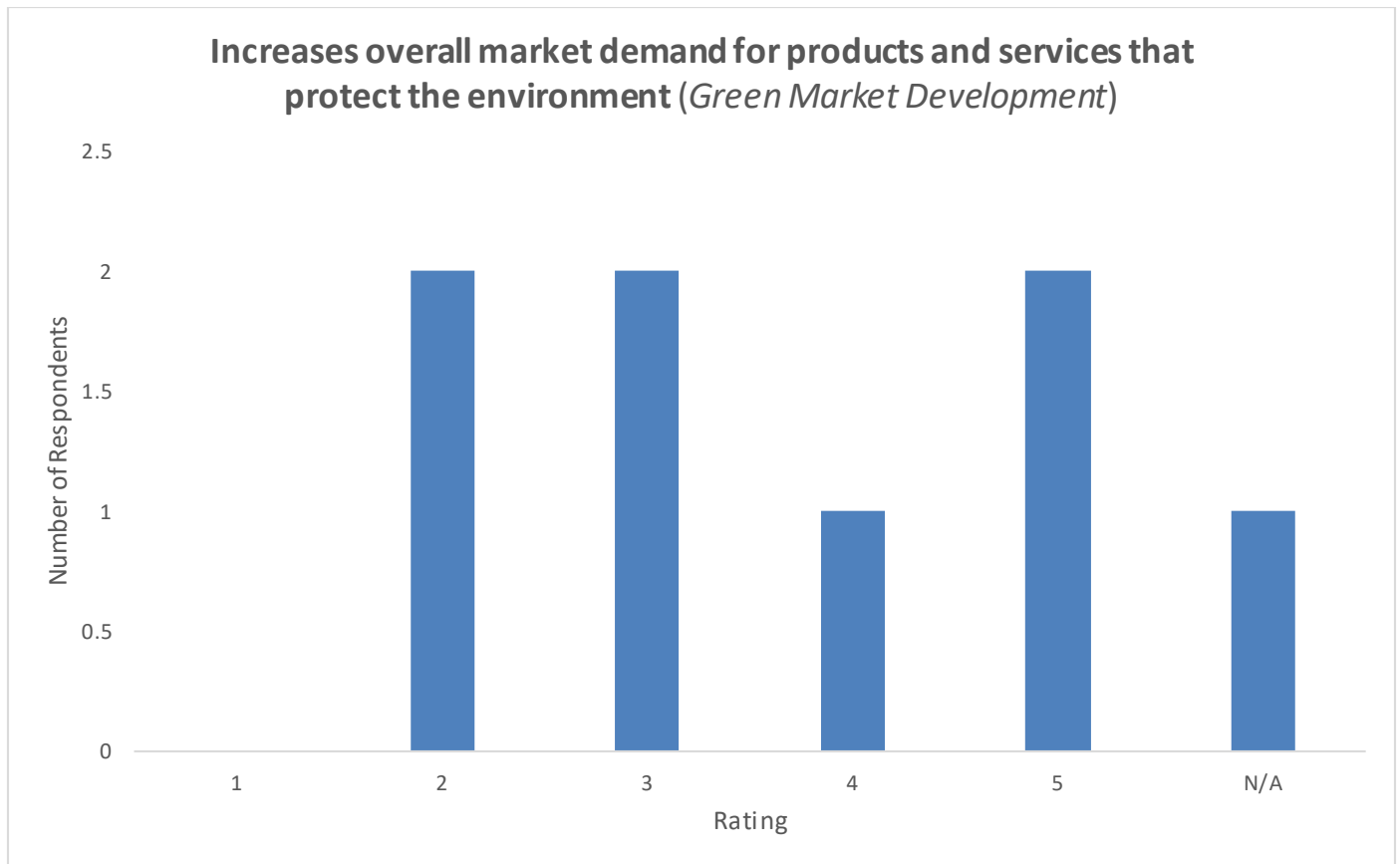


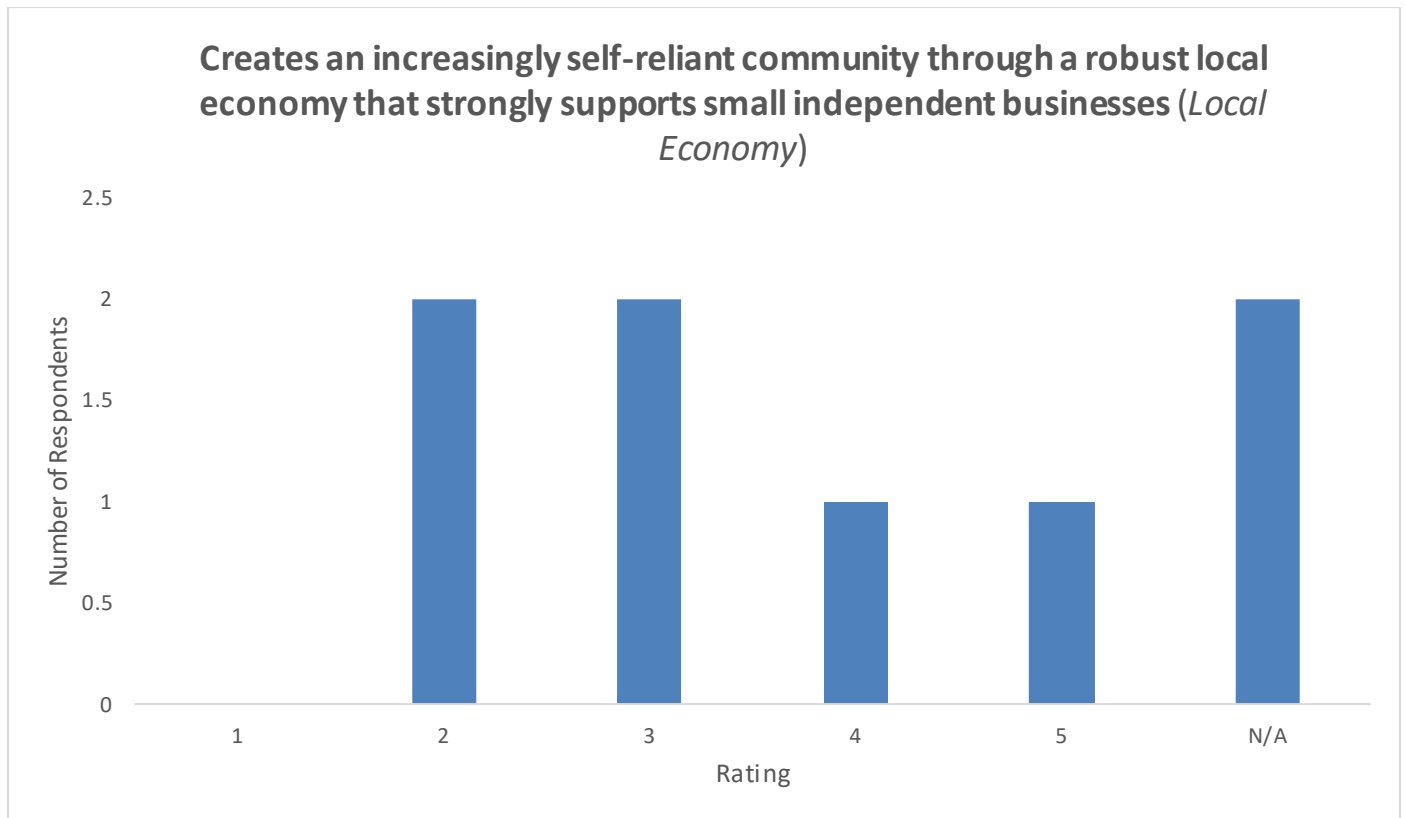


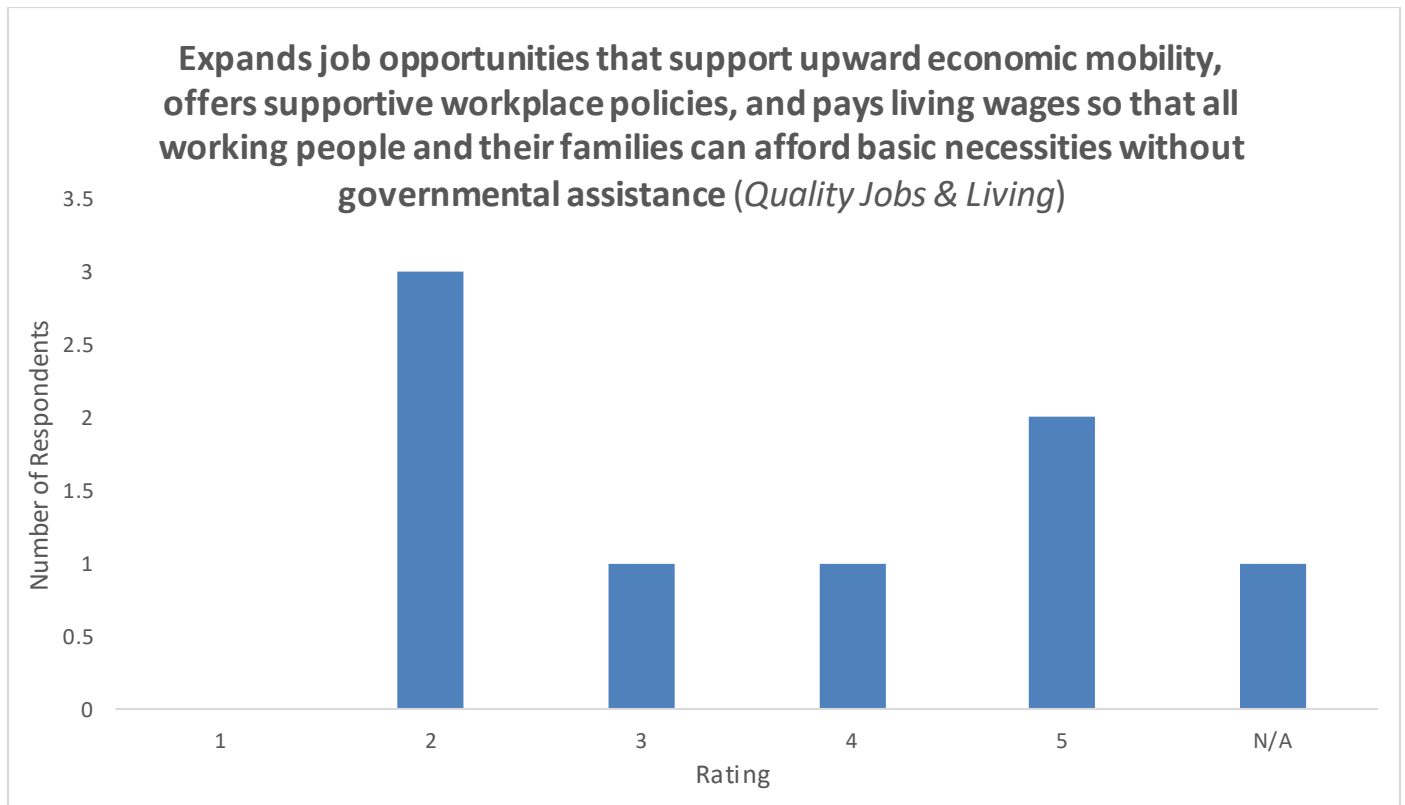


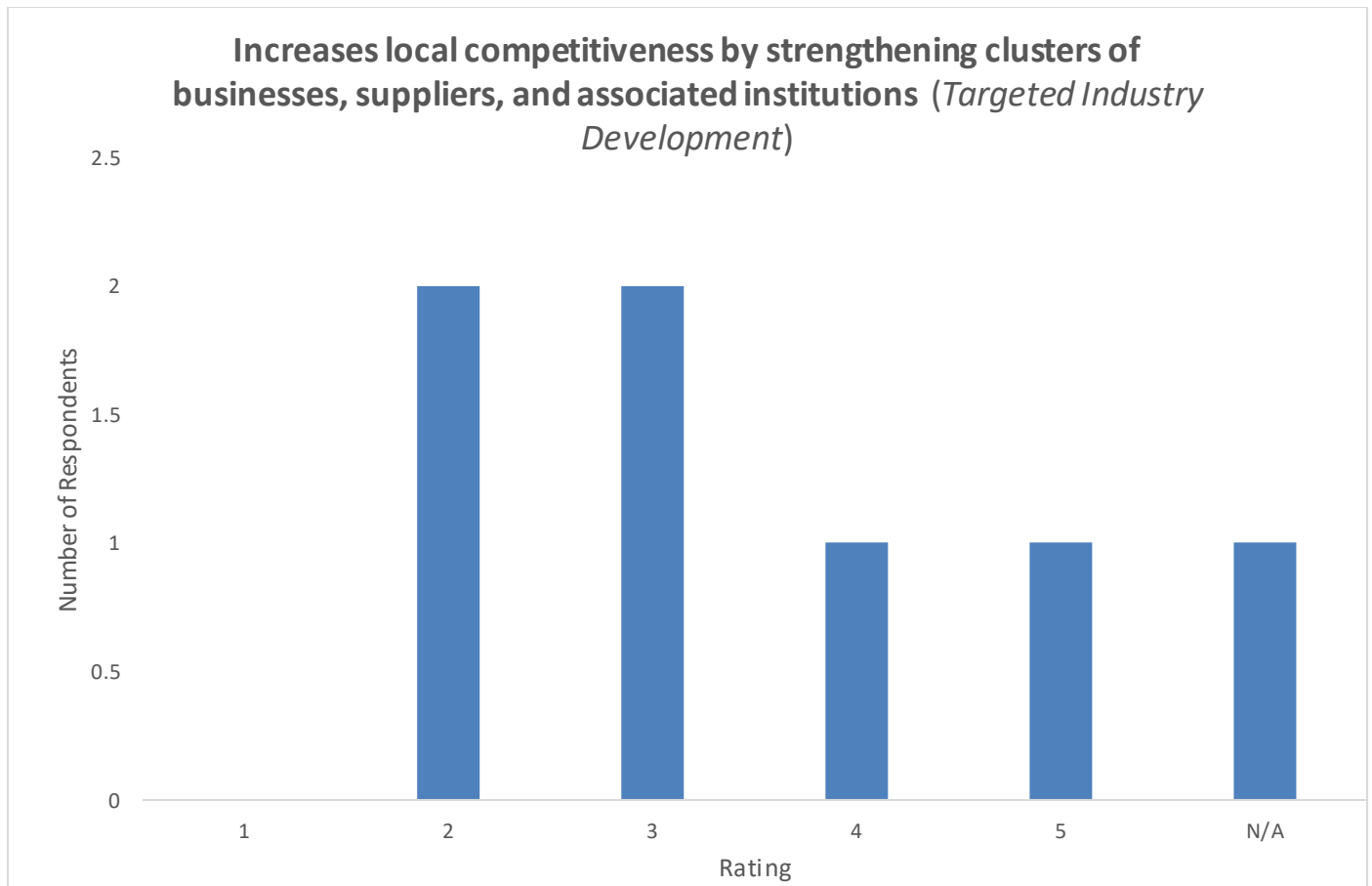
Q4: Please rate City government and business partners on each, with five being best. If you don't know, or don't have an opinion, select N/A.

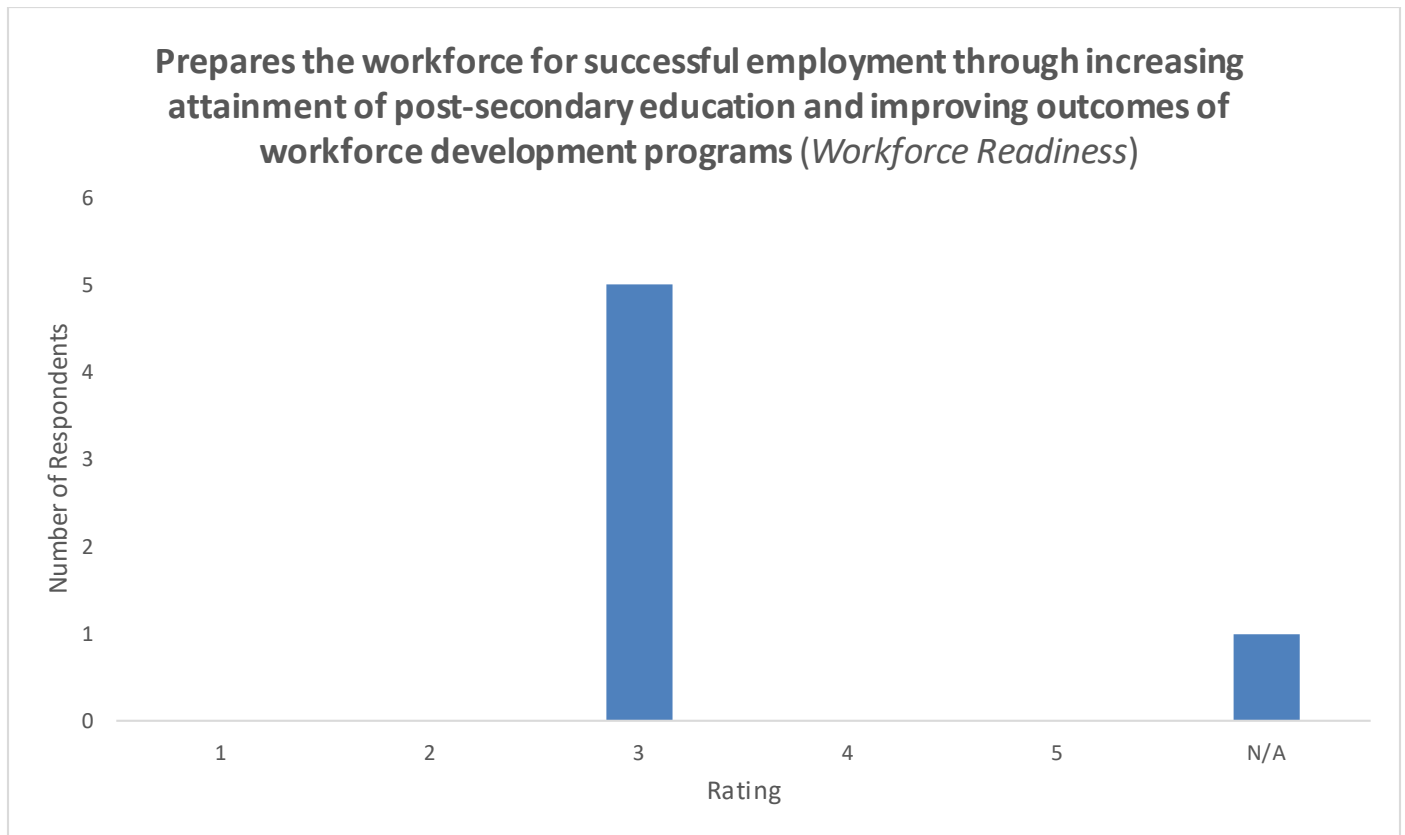












**ATTACHMENT 4: Business Associations Group on Sustainability and Resiliency Meeting
Presentation**

Title and agenda slides shown only due to file size



BUSINESS ASSOCIATION ENGAGEMENT

May 10, 2018



Presented by

Sharon Wright, Sustainability & Resiliency
Director, Mayor's Office

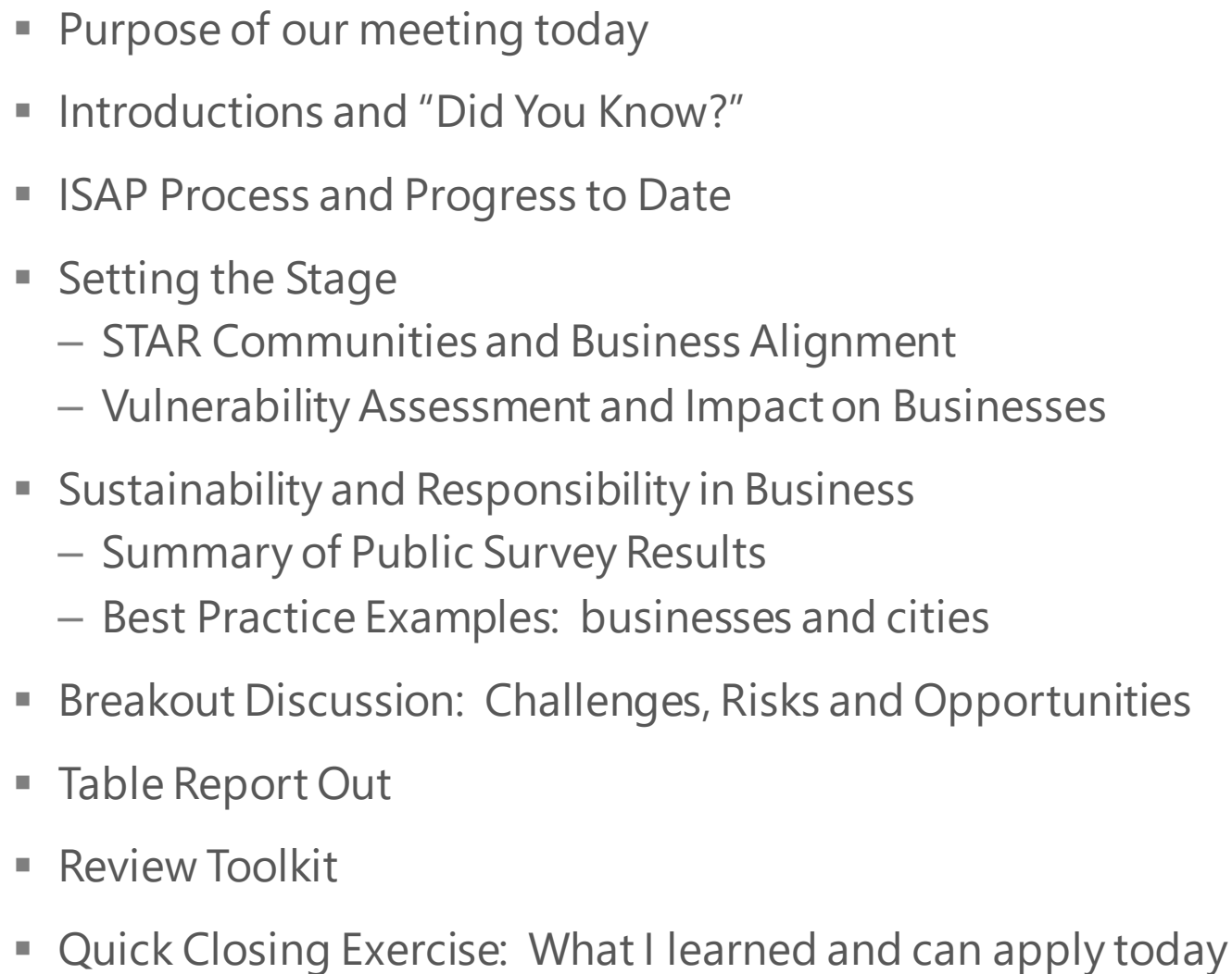
Ben Siwinski, VHB

**Barbra Anderson, Janet Hall and Alfonso
Woods**, Destination Better





AGENDA



**ATTACHMENT 5: Business Associations Group on Sustainability and Resiliency Meeting Break-out
Group Notes**

5.1 Group 1

	Social	Environmental	Governance/Policy
Risks/Challenges	<ul style="list-style-type: none"> • Affordable housing • Especially arts 	<ul style="list-style-type: none"> • Sewer • Storm Risks and Impacts 	<ul style="list-style-type: none"> • Loss of culture in growth • Challenges communicating to the community about programs that can help them
Opportunities	<ul style="list-style-type: none"> • Affordability for artists-waitlist at Arts Exchange Lofts (400) • Recognition and development of acknowledging the arts • Engage young people in creating your future by educating them • Greenhouse, CM St. Pete, Sci Café, Doyenne (collaborate with social outreach) 	<ul style="list-style-type: none"> • Growth is an opportunity, but it has to be managed (in each category). Ex.- a growing tax base helps to fund priorities but there must be forethoughts on impacts • Coastal resiliency collaboration (districts) 	<ul style="list-style-type: none"> • SBE selection process (equity, transparency)

5.2 Group 2

	Social	Environmental	Governance/Policy
Risks/Challenges	<ul style="list-style-type: none"> • Access to workforce retail • 16th Street Challenge generating customers from outside of the adjacent community • Lighting 16th Street corridor security • Access to reliable workforce (sustaining retail jobs) 	<ul style="list-style-type: none"> • Need more stability across community in area in Mosque • Drugs in area of Mosque • Security = ambiance of the area; not necessarily PD • Concentrated community activity needed 16th St • Workplace has to be firm 	
Opportunities	<ul style="list-style-type: none"> • High turnover is a challenge • Get involved with colleges • Getting involved with local colleges, curriculum development • Opportunity for growth in retail, jobs needed • Schedule flexibility may help with sustaining retail jobs 	<ul style="list-style-type: none"> • Increase foot traffic (tourist, resident) • Tyrone has transit! • City to help with security and lighting 16th St • Marketing 16th through the City like others (Fall Festival August) 	<ul style="list-style-type: none"> • Governance and policy more important in south St. Pete, 16th St

5.3 Group 3

	Social	Environmental	Governance/Policy
Risks/Challenges	<ul style="list-style-type: none"> • Students not prepared to enter workforce • Certificates specific to role • Workforce housing 		<ul style="list-style-type: none"> • Permitting process is time consuming • Affordable housing • Affordable commercial space
Opportunities	<ul style="list-style-type: none"> • Need more internships • Educating parents and students on employment opportunities and difficult industries • Partner PCUL information sessions, 9-week Entry Program (WF collaboration) 		

ATTACHMENT 6: Business Association Follow-Up Email and Toolkit

INVITE EMAIL

Good Morning Business Association and Organization Leaders,

We are requesting the honor of **your participation in the St. Petersburg Integrated Sustainability Action Plan (ISAP)** as part of a **Business Association Coffee & Work Session May 10 8 a.m. – 9:30 a.m.**

The purpose of convening **one or two members** from each business association is to bring leaders together to provide valuable input on solutions and actions for sustainability and business resiliency as well help to find overlapping benefits and marketing opportunities for our efforts.

What is the ISAP?

The ISAP will address climate action and community challenges in sustainability, including economy and jobs, poverty, natural resources, equity, resiliency, and innovation. The ISAP will be the first plan of its kind in the Tampa Bay Region. Your participation is not only key to a successful ISAP development and implementation process but will strengthen our opportunities for collaboration on important economic, social, and environmental solutions.

Please RSVP to me, Sharon, via email or phone: sharon.wright@stpete.org 727.551.3396 by **Tuesday, May 8.**

An agenda and back up materials for the May 10 coffee/work session are attached. Please join us.

What: Business Association Coffee & Work Session: ISAP

When: Thursday, May 10, 2018 8:00 a.m. – 9:30 a.m.

Where: Willis S. Johns Recreation Center
6635 Dr. Martin L King Jr St N.

Also, don't forget the Small Business Week Kick Off Rally this Monday, April 30 8:00 a.m. at the Greenhouse!

<https://www.facebook.com/events/2079500978928727/>

Sharon Wright, AICP, LEED AP BD+C, ENV SP

Sustainability & Resiliency Director, Mayor's Office

City of St. Petersburg

727.551.3396 sharon.wright@stpete.org



DRAFT AGENDA

ISAP Business Association Workshop

May 10, 2018 8:00 a.m. – 9:30 a.m.

Willis S. Johns Recreation Center
6635 Dr. Martin L King Jr St N.
St. Petersburg, FL 33702

Purpose

To engage business association members in the development of the City's Integrated Sustainability Action Plan (ISAP).

Our area business associations reflect the strength of our local economy and are important stakeholders to the City of St. Petersburg. As such, your participation is essential to including elements and actions that align with business needs while continuing to create a more socially equitable, climate-resilient and economically robust community for all.

Agenda

Time	Topic	Lead
8:00	Welcome and Introductions - "Did You Know" exercise	Sharon Wright
8:15	ISAP Process	Ben Siwinski (VHB)
8:20	Setting the stage <ul style="list-style-type: none">• STAR Communities Overview and Business Alignment• Vulnerability Assessment: impact on businesses	Sharon
8:35	Sustainability and Responsibility in Business <ul style="list-style-type: none">• Best Practice Examples: businesses and cities• Summary of Public Survey Results	Barbra Anderson and Janet Hall (ISAP team)
8:45	Break Out Discussion: Business Challenges, Risks, Opp's, Resources	Barbra and Janet
9:15	Table Report Out	Table Leads
9:20	Review Toolkit: Tools for story-sharing, cross benefits for sustainability/marketing & why Quick Closing Exercise: What I learned and can apply today	Barbra and Janet
9:30	Adjourn	All





Meeting Preparation

Your valued feedback will contribute to the ISAP and the future of St. Pete. To prepare for a quality workshop experience, please reflect on the questions below. You will have an opportunity to share this information during our time together:

- How is your business/organization planning for and/or engaged in sustainability?
- What do you think businesses' role should be in advancing sustainability/resiliency throughout the city?
- What are the biggest risks your business/organization/the City faces?
- Where are the biggest opportunities?

Materials Included & Links to Background & Review Information

Please review the following items prior to attending:

- ISAP Primer
- STAR Communities Goals/Objectives Chart
- Grow Smarter Initiative: www.stpete.org/economic_development/target_industries
- STAR Communities Report: www.stpete.org/sustainability/docs/StPete_STAR_results_report_FINAL.pdf
- Realizing Resilience Report: www.stpete.org/sustainability/docs/Realizing%20Resilience_April%202017.pdf

Post-workshop Toolkit – Coming Soon!

All of our business associations will receive the following materials in order to engage your own association members. Their collective voice will help inform the ISAP final report and recommendations.

- Overall directions for engagement and survey distribution
- Draft communications for forwarding to your members that will include:
 - Link to video that encourages participation
 - Suggestions for your members to engage on social media and related hashtags
 - Link to the ISAP Business Survey
 - Summary results of workshop



ST PETERSBURG INTEGRATED SUSTAINABILITY ACTION PLAN

OVERVIEW

Provide healthy and equitable opportunities.

The City is developing its first ever Integrated Sustainability Action Plan (ISAP). The ISAP will:

- Define the City's and community's existing greenhouse gas (GHG) emissions inventory and identify reduction strategies;
- Develop a roadmap for 100% clean energy in the City; and,
- Guide the City and community partners to implement programs and strategies that will enhance sustainability and resiliency across municipal department operations and throughout the community.

The ISAP is utilizing the STAR Communities framework to prioritize policies and projects across a range of topic areas contributing to community sustainability and resiliency. For the STAR Communities baseline results for St. Petersburg, read the [2016 STAR Certification Results Report](#).

WHAT IS SUSTAINABILITY?

A sustainable city is one that balances *social equity and environmental stewardship* with a *thriving economy*. It is a community that emphasizes resource efficiency, minimizes its impacts to the local, regional, and global environment, while providing healthy and equitable opportunities to live, work, and play.

St. Pete must also be a *resilient city*. A resilient city adapts and prepares for effects of climate change like sea level rise and extreme weather; a *resilient city* means city operations, businesses, and residents including vulnerable populations, can bounce back more quickly when protections are breached from time to time.





ISAP DATA COLLECTION BEGAN IN SEPTEMBER 2017.

The ISAP will establish goals and strategies for broader social, economic, and environmental sustainability with a focus on equity, livability, and resiliency. The identification of these goals and strategies will be both data-driven and informed by community input. The final ISAP will include cost estimates implementation steps for key strategies. Completion of the ISAP is anticipated by the end of 2018.

HOW CAN THE COMMUNITY ENGAGE IN THE ISAP PROCESS?

The ISAP team is engaging with residents, businesses, and the City organization itself.

Residents can engage in online surveys, discussions with ISAP team members during existing community forums, and small group outreach efforts to targeting underrepresented communities. Technical, business and other stakeholder working group meetings will be held to inform the plan, including a “green ribbon” executive commission of regional leaders, coordination with Chamber of Commerce leadership, and other small business community outreach.



WHY IS SUSTAINABILITY IMPORTANT TO ST. PETERSBURG?

The City of St. Petersburg recognizes that integrating sustainability into decision-making will enhance its equity, livability and resiliency. Further integration of sustainability will promote future growth that addresses environmental, economic, and social challenges in the City.



KEEP ENGAGED WITH PLANNING PROCESS.

Updates on the ISAP can be found at www.stpete.org/sustainability.

Thoughts, suggestions, and strategies to advance the City's sustainability goals can be emailed to StPeteISAP@vhb.com.



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HR

TR



STAR's Objectives

Each of the rating system's 7 goal areas is supported by 6-7 Objectives. Objectives are the clear and desired achievement intended to move the community toward the broader sustainability goal. Below are the system's 45 objectives, organized by goal area.

STAR Framework of Sustainability Goals & Objectives

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts & Community	Equity & Empowerment	Health & Safety	Natural Systems	Innovation & Process
Ambient Noise & Light	Climate Adaptation	Business Retention & Development	Arts & Culture	Civic Engagement	Active Living	Green Infrastructure	Best Practices & Processes
Community Water Systems	Greenhouse Gas Mitigation	Green Market Development	Community Cohesion	Civil & Human Rights	Community Health	Biodiversity & Invasive Species	Exemplary Performance
Compact & Complete Communities	Greening the Energy Supply	Local Economy	Educational Opportunity & Attainment	Environmental Justice	Emergency Management & Response	Natural Resource Protection	Local Innovation
Housing Affordability	Energy Efficiency	Quality Jobs & Living Wages	Historic Preservation	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality	Good Governance
Infill & Redevelopment	Water Efficiency	Targeted Industry Development	Social & Cultural Diversity	Human Services	Health Systems	Water in the Environment	
Public Parkland	Local Government GHG & Resource Footprint	Workforce Readiness	Aging in the Community	Poverty Prevention & Alleviation	Hazard Mitigation	Working Lands	
Transportation Choices	Waste Minimization				Safe Communities		



EMAIL TO INVITEES AFTER EVENT

Dear Business Association Workshop Invitee:

We so appreciate you taking time to join us for the Business Workshop for the Integrated Sustainability Action Plan (ISAP). Your input on economic opportunities, environmental sustainability and social equity are critical to the development of the ISAP.

WHAT:

As promised, we have included a draft letter below for you to copy and paste and send to your business association members or other organization in order to:

- Receive their feedback through our online Business Survey.
- Enter their name via the survey for a chance to have lunch with Mayor Kriseman or Deputy Mayor Tomalin!
- Create public awareness for their business and your organization by sharing their sustainability story in a short video for social media.

WHEN:

If you would please distribute the emails within the next week, we would appreciate it, as we approach our June 15 survey deadline.

If you have any additional input that you would like to share, please send an email to StPetelSAP@vhb.com and visit www.stpete.org/sustainability for more information.

COPY AND PASTE DRAFT LETTER:

Dear Member,

The City of St. Petersburg is seeking our help in providing feedback that will help inform the City's Integrated Sustainability Action Plan (ISAP). To learn more about the ISAP, please visit: www.stpete.org/sustainability.

Here are two ways you can share your voice:

1. Take the business survey in the link below before June 15, 2018. One name from the survey respondents will be drawn for lunch with Mayor Kriseman or Deputy Mayor Dr. Kanika Tomalin! https://www.surveymonkey.com/r/ISAP_Businesses
2. Post a 10-15 second video on social media and tell St. Pete what sustainability means to your business and/or highlight a sustainable practice you are proud of.
 - Here is an example to follow: <https://youtu.be/qU3Ov0xXXX8>
 - Tag and hashtag your video on Facebook and Instagram:

Ref: Business Associations Group Meeting
May 10, 2018
Page 22

- @StPeteFl
- Our business association tag/hash tag: _____
- Hashtags: #SustainBizSP, #SunShinesHere

Consider challenging another business association member to post their own video by mentioning them in your video and/or tagging them.

Sharon Wright, AICP, LEED AP BD+C, ENV SP

Sustainability & Resiliency Director, Mayor's Office

City of St. Petersburg

727.551.3396 sharon.wright@stpete.org



Business Association Engagement Tools

We thank you for your participation during the City of St Petersburg's Business Association Workshop. Our area business associations reflect the strength of our local economy and are important stakeholders to the City of St. Petersburg. As such, **we are asking for feedback from your association members.**

Please paste the suggested letter below into an email and forward to your membership. Feel free to personalize it! We'll publish the survey results on www.stpete.org/sustainability after June 15, 2018.

Dear Member,

The City of St. Petersburg is seeking our help in providing feedback that will help inform the City's Integrated Sustainability Action Plan (ISAP). To learn more about the ISAP, please visit: www.stpete.org/sustainability.

Here are two ways you can share your voice:

1. Take the business survey in the link below before June 15, 2018. One name from the survey respondents will be drawn for lunch with Mayor Kriseman or Deputy Mayor Dr. Kanika Tomalin! https://www.surveymonkey.com/r/ISAP_Businesses
2. Post a 10-15 second video on social media and tell St. Pete what sustainability means to your business and/or highlight a sustainable practice you are proud of.
 - Here is an example to follow: <https://youtu.be/qU3Ov0xXXX8>
 - Tag and hashtag your video on Facebook and Instagram:
 - @StPeteFl
 - Our business association: _____
 - #SustainBizSP, #SunShinesHere

Consider challenging another business association member to post their own video by mentioning them in your video and/or tagging them.



Appendix A.7: Interfaith Workshop Notes (June 28, 2018)



Place: Prayer Tower Church of God in
Christ
1137 37th St
St. Petersburg, FL 33711

Meeting Notes

Date: August 14, 2018

Notes Taken by: Ben Siwinski (VHB)

Project #: 66148.00

Re: Interfaith Workshop– Meeting #1

ATTENDEES

City of St. Petersburg

Mayor Rick Kriseman
Deputy Mayor Kanika Jelks-Tomalin
Sharon Wright
Taylor Gay
Nikki Capehart
Rob Gertis
Susan Ajoc
Leah McRae

ISAP Consultant Team

Ben Siwinski (VHB)
Barbra Anderson (Destination Better)
Janet Hall (Destination Better)
Alfonso Woods (Destination Better)

Sustainability Stakeholder Group

See Attachment 1

On June 28th, 2018, the ISAP team convened the first meeting with the Interfaith Workshop on Sustainability and Resiliency at the Prayer Tower Church of God in Christ in St. Petersburg. A total of 42 invitees completed the sign-in sheet (see Attachment 1).

Attendees were provided with a handout that included a City of St. Petersburg Integrated Sustainability Action Plan (ISAP) survey for feedback on sustainability and resiliency issues in St. Petersburg. Findings of the survey (14 respondents) include –

- Affordable housing, replacing vacant buildings with housing for all income levels, and safety were identified as the important qualities and resources the City should have;
- Jobs that exceed minimum wage, access to training and educational resources, neighborhood safety are the most beneficial items based on the work settings; and,
- Neighborhood safety, preservation of St. Pete history and historic buildings, better connected bike paths are important environment factors.

The ISAP team provided a presentation (Attachment 2) to the Interfaith workshop group that provided information on the overall ISAP process, progress to date, and a baseline sustainability and resiliency review.

The ISAP team broke the attendees up into three groups to share thoughts about the City's challenges, risks and opportunities in the areas of environmental, social and policy/governance (Attachment 3).





Interfaith Workshop – Meeting #1

ATTACHMENT 1: Interfaith Workshop on Sustainability and Resiliency Meeting #1 Sign-in Sheets

T Grever

Church Name	Contact Name	Color Tag	
Rock of Jesus MB Church 18th Ave S, Saint Petersburg, FL 33711 3940	Pastor Frank Peterman	R-W	✓
Mt. Moriah MB Church - 3500 18th Ave S, St. Petersburg, FL 33711	Rev. Robert Ward	R-W	✓
Faith Memorial MB Church 1800 18th Ave S, St. Petersburg, FL 33712	Rev. Watson Haynes II	R-W	
Congregation B'nai Israel 300 58th St N, St. Petersburg, FL 33710	Rabbi Jacob Luski	R-W	✓
Moore's Chapel AMEC - Fairfield Ave S, St. Petersburg, FL 33712 3037	Pastor James D. Sykes Sr.	R	✓
By The Word Of Faith Church - 28th St So St. Petersburg Florida 33705 558	Bishop Willie Sands	R	✓
Hope Alive Outreach P.O. Box 35427 St. Petersburg, FL 33712	Dr. Basha P. Jordan	R	
New Congregational Church	Pastor Earl Mills	R	✓
Truth, Faith and Deliverance Community Church	Pastor James Holt	R	✓
	Rev. Casabell Taylor	R	
New Beginning Ministries 545 16th St. No St. Petersburg FL	Rev. Elizabeth Carswell	R	✓
Traveler's Rest Baptist Church 2183 22nd Ave S, St. Petersburg, FL 33712	Rev. James Waller	R	✓
Dave Randle		R	✓
Bethel Community Baptist Church - 2901 54th Ave S, St. Petersburg, FL 33712	Rev. Manuel Sykes	NA	
McCabe United Methodist Church, St. Petersburg, FL 33712	Rev. Jana Hall-Perkins Rev. Lee Perkins	G/B	
President of Tampa Bay Area Muslim Association	Hajji Imam Abdul Karim Ali	G-W	✓
Lakewood UCC - 2601 54th Ave S, St. Petersburg, FL 33712	Rev. Kimberly Wells	G-W	✓
Greater Mt. Zion AME Church	Rev. Clarence Williams	G-W	✓
	Pastor Bernard Butler	G	
Pentecostal Temple Church of God In Christ 2230 22nd St S, St. Petersburg, FL 33712	Pastor Charles Johnson	G	✓
Friendship Missionary Baptist Church	Pastor Ken Goolsby	G	✓
Baypoint Christian Church 2001 62nd Ave S, St. Petersburg, FL 33712	Pastor Randall Hildreth	G	✓
Earth Mission Ministries Inc.	Rev. Dr. Deborah R. Green	G	✓

Church Name	Contact Name	Color Tag	
Pastor Gwendolyn Williams		G	
Queen Street Church of God in Christ	Elder Willie Williamson	G	
Stonehouse Church	Rev. Derrick Phillips	G	✓
St. Paul Lutheran Church	Rev. Dr. Russel Meyer	B-W	✓
Prayer Tower Church of God In Christ	Elder Ricardo Welch	B-W	✓
Historic Bethel AME, 912 3rd Ave North, 33705			
founder Poynter Institute Photojournalism Program	The Rev. Kenneth Irby	B-W	✓
	Hajji Imam Abdul Aziz	B	
Homewords Ministry	Pastor Frank Brunson	B	✓
Christ Gospel Church of St. Petersburg, 2512 22nd Ave S, St. Petersburg, FL 33712	Pastor Preston Leonard	B	✓
New Jerusalem Missionary Baptist Church	Pastor Troy Adams	B	✓
First United Methodist Church			✓
212 3rd St N, St. Petersburg, FL 33701	Rev. Cody Spec Clark	B	
Mt. Zion Progressive Missionary Baptist Church	Rev. Shawn Thomas	B	
Gulf Coast Community Church			
555 76th Ave N, St. Petersburg, FL 33702	Pastor Pete Tischler	B	
St. Joseph Catholic Church	Rev Fr. Stephan Brown, SVD	B	
Gulf Coast Community Church			
555 76th Ave N, St. Petersburg, FL 33702	Rev. Jerry Cisar	B	✓
	A Muhammad Aquil		
20th Street Church of Christ	Bro. Robert Smith		
Victory Christian Center Church	Donn & Son Freshler		✓
	Musallam Haddabah		
St. Mark Missionary Baptist			
1301 37th St S, St. Petersburg, FL 33711	Pastor Brian Brown		
10th Street Church of God			
St N, St. Petersburg, FL 33705	Pastor Carl Mobley Sr		
Mt. Pilgrim MB Church			
Avenue South st. Petersburg, Florida	Pastor Clark Hazley		
New Hope Of Glory Ministries			
62nd Ave S, St. Petersburg, FL 33705	Pastor Deborah Hill		
New Pleasant Grove			
1210 Union Street South St Pete, 33712	Pastor Don Middleton		
	Pastor Fleming Tarver		✓
New Philadelphia Ministries	Pastor John Matthews		
St. Mark AME	Pastor Walter J. Lassiter II,		

Carlson Gooding - Pentec

Gregory Erving - Prayer tower

Gwendolyn Williams

Susan Ajoc - City

Lean McRae - City

Mary Burrell - Pinellas County emerg mgmt

Amber Bolding emerg mgmt

Kaleb - " "

Pastor Robert Coleman Faith + Gospel

Curtis Long

William Gravely

Taylor Gay

Nikki Capehart < City

Kanika Tomalin < city

~~Donna Freshner~~

Bob Gerstis > nbd affws city

The list below contains a revision of the handwritten list above:

- Carlson Gooding, Pentecostal Temple Church of God in Christ
- Gregory Irving, Prayer Tower
- Gwendolyn Williams, Bethel AME
- Susan Ajoc, City of St Pete
- Leah McRae, City of St Pete
- Mary Burrell, Pinellas County Emergency Management
- Amber Boulding, Pinellas County Emergency Management
- Caleb _____, Pinellas County Emergency Management
- Pastor Robert Coleman, Faith in Gospel
- Pastor Curtis Long, New Faith Free Methodist
- Taylor Gay, City of St Pete
- Nikki Capehart, City of St Pete
- Deputy Mayor Tomalin, City of St Pete
- Rob Gertis, Neighborhood Affairs, City of St Pete

**ATTACHMENT 2: Interfaith Workshop Meeting on Sustainability and Resiliency- Meeting #1
Presentation**

Title and agenda slides shown only due to file size



INTERFAITH WORKSHOP

June 28, 2018



Presented by

Sharon Wright, Sustainability & Resiliency Director, Mayor's Office

Ben Siwinski, VHB

Barbra Anderson, Janet Hall and Alfonso Woods, Destination Better

****Featuring Amber Boulding & Mary Burrell** – Emergency Management & Hurricane Preparation Experts





AGENDA

- Welcome and Introductions
- ISAP Process
- Sustainability, Equity and Our Communities
 - Summary of Public Survey Results
 - Poverty, hunger, race, housing and flood zone maps
- Setting the Stage
 - STAR Communities Overview
 - Vulnerability Assessment: what it means for our community
- Table Discussions: Community Challenges, Risks, Opportunities and Resources
- Hurricane Preparation Materials and Information
- Quick Closing Exercise: What I learned and can apply today

ATTACHMENT 3: Interfaith Workshop Meeting on Sustainability and Resiliency- Meeting #1 Break-out Group Notes

5.1 Group 1

	Social	Environmental	Governance/Policy
Risks/Challenges	<ul style="list-style-type: none"> • Too much talk/meetings • Good jobs and access to jobs • Transient housing • Housing affordability • Felon reintegration • Economic solutions 		<ul style="list-style-type: none"> • Policies that have not worked • “Hush” programs • Funds are temporary • Accountability of programs • Motives need to be addressed, issues/challenges • Economic solutions
Opportunities	<ul style="list-style-type: none"> • Economic development • Continued coordination with faith groups • Empower community through ownership • Reduce living costs • Churches → CDC’s • Educate (city coordination) • Economic solutions 	<ul style="list-style-type: none"> • Economic solutions 	<ul style="list-style-type: none"> • Economic solutions • Microloans • Business incubator in gas plant district • Change policies to address systemic issues • Minimal wage • How to solve housing issue? • FASP- organized action approach • City spokesperson for southside • Goals need to be measured by community

5.2 Group 2

	Social	Environmental	Governance/Policy
Risks/Challenges	<ul style="list-style-type: none"> • Develop relationships between people who know of opportunities and those who do not • Affordable housing requirements do not match actual needs • Barely getting by retirement • Resources • Expenses increasing but income is not • Rich get richer • Poor get poorer • Audience not receptive to the opportunities for ISAP and take advantage of it 		<ul style="list-style-type: none"> • Responses from City are not face-to-face • Same map for 70 years • Phone calls need to be returned • Limit friends and relatives- employ more people in government from interested communities
Opportunities	<ul style="list-style-type: none"> • Performing arts- African American participation gap is widening- tied to high school education • Low performing arts attendance by African Americans • Big divide and growing need for involvement • Funding for arts dwindling • Racial separation 	<ul style="list-style-type: none"> • Energy efficiency of rental owners- no incentives for landlords 	<ul style="list-style-type: none"> • Federal grants- MBD in July • How to enact charge • Data tells the story • Urban league initiative/plan- economic development • Lack of internet- City to help in impoverished neighborhoods

	<ul style="list-style-type: none">• Can bring people together• Network of arts• Faith leaders can take mantle to develop interests• Demonstrate interest and take initiative• Quality of racial relations- how to improve• Be intentional regarding kids and arts and more- enriching life experiences• Expose kids to arts, etc.• Lack of interest because of lack of knowledge• Committed people in community to serve as subject matter experts• Mayor's proclamation – hotline for racial equity advancements		
--	--	--	--

5.3 Group 3

	Social	Environmental	Governance/Policy
Risks/Challenges	<ul style="list-style-type: none"> • Aging of housing energy efficiency • Over-priced medication and Rx- have to choose between drugs and food • Healthy coping mechanisms • Dissenting of family. Function and nurture < mentoring, providing supplies for working moms • Career planning- entrepreneurship, technical, non-college • Entrepreneurship- create jobs in communities, such as vocational training • Transportation and time, it- the longer you take to commute, loss of time with family • Opioids lead to great strains raising kids 	<ul style="list-style-type: none"> • Ability to learn function • Fresh food • We are tapping into them too late • Sea level rise • Climate Change- underestimating risk • Deal with the root of the problem 	<ul style="list-style-type: none"> • Higher gas prices in St. Pete • Diversity protected by courts and media • Restrictive voting policies • Look at poverty maps- public policies should include personal responsibility. Heart of the people • Tired of talking • We are done with meetings- do something • When policies fail, social and family structures fail • Reinstate rights of ex-felons • Some policies are hindering progress • Use the data • What is going to be done with this data
Opportunities	<ul style="list-style-type: none"> • How do we define social instead of tech/tv defining social for us? • Are we going to give our teenagers jobs? 	<ul style="list-style-type: none"> • Grow food locally and give access 	<ul style="list-style-type: none"> • Incentivize businesses to employ ex-offenders • Voters to the polls • Set aside funding so ex-offenders can get jobs

	<ul style="list-style-type: none">• Transportation opportunities• Mentoring eye contact• Men in the making, women in the making• Online has become how we communicate		<ul style="list-style-type: none">• Mobilize to change public policies- right versus wrong, good versus bad
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Appendix A.8: Public Survey #2 – Focus on Strategies and Initiatives (September 7–November 1, 2018)



To: Sharon Wright

Date: November 6, 2018

MEMO

Project #: 66148.00

From: VHB Team

Re: City of St. Petersburg Integrated Sustainability Action Plan (ISAP):
Public Internet Survey- Focus on Strategies and Initiatives

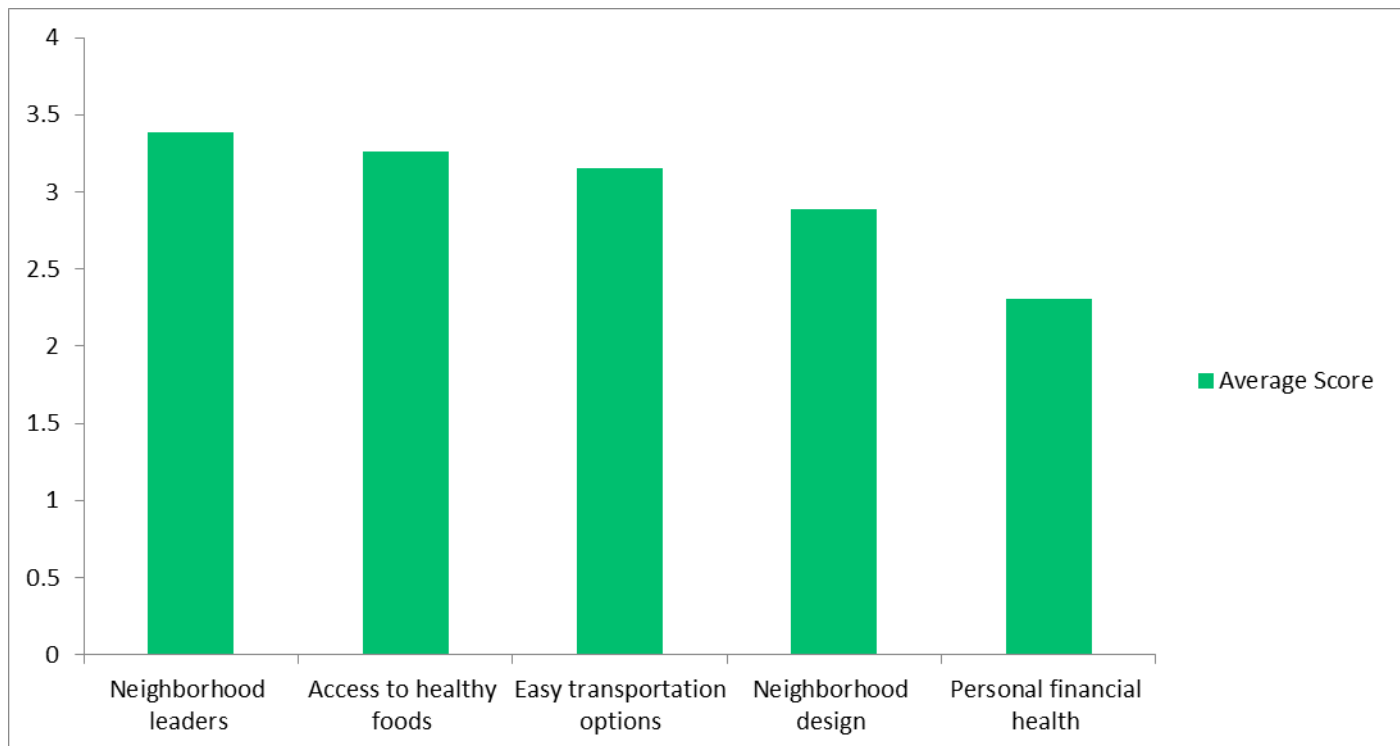
This memo provides a summary of survey results for the City of St. Petersburg Integrated Sustainability Action Plan (ISAP): Focus on Strategies and Initiatives Survey. The survey was released on September 7, 2018 (after the Sustainability Summit held on August 14, 2018) and closed November 1, 2018.

Provided is a summary of the public internet survey, in which a total of 61 residents participated.

Closed Questions

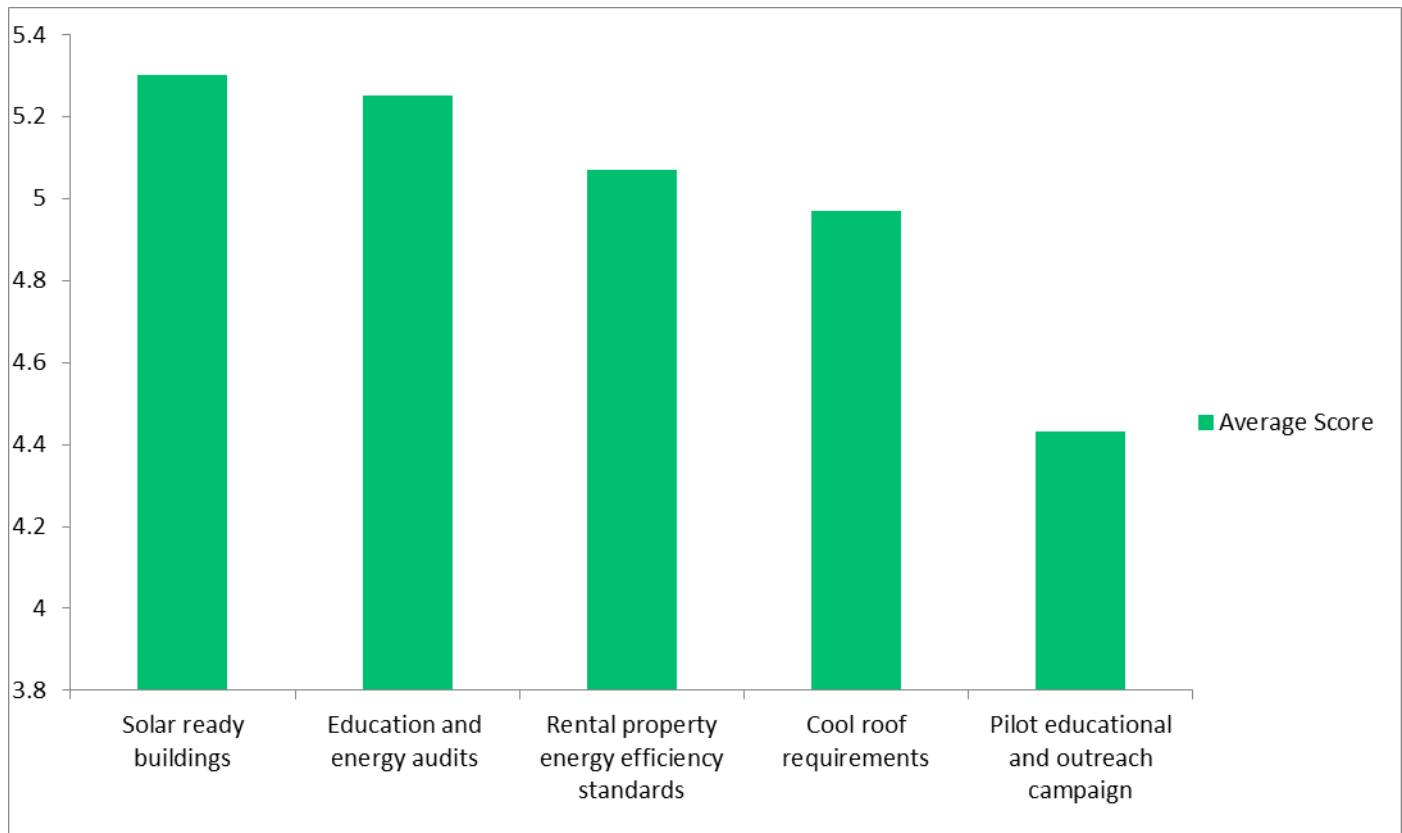
Closed questions were ranked on a scale of 1 – 5, with 1 being of low priority, and 5 being of high priority. Bulleted initiatives are listed in order of prioritization, as ranked by survey participants.

Q1: Community and Equity. The strength/resiliency of a neighborhood can be measured by how connected neighbors are to each other. A strong community is also measured by the availability of opportunities across all neighborhoods and areas of the city. Please rank the following actions to enhance the sense of community, and to best meet the needs of all neighborhoods, in St. Petersburg from 1 (highest priority) to 5 (lowest priority).



- Available answers:
 - **Neighborhood leaders** can change communities by bringing attention and action to address neighborhood problems. The city should partner with nonprofit organizations to build relationships with leaders in all neighborhoods to better understand residents' needs.
 - **Access to healthy foods** provides an opportunity to avoid common health problems from poor diets. The city should work with neighborhoods to grow healthy foods for local use.
 - Communities are stronger when residents can easily get from one neighborhood to another. The city should provide **easy transportation options** to get between low-income neighborhoods, downtown St. Petersburg, and other areas across the city.
 - **The way that neighborhoods are designed** can influence the health of its residents. For example, safe access to parks can promote a more active lifestyle. The city should implement neighborhood-level design principles that promote a healthy lifestyle.
 - **Personal financial health** is a key factor in allowing for residents to have enough money for the future. The city should assist residents with understanding finances, to repair credit scores, and plan for financial independence.

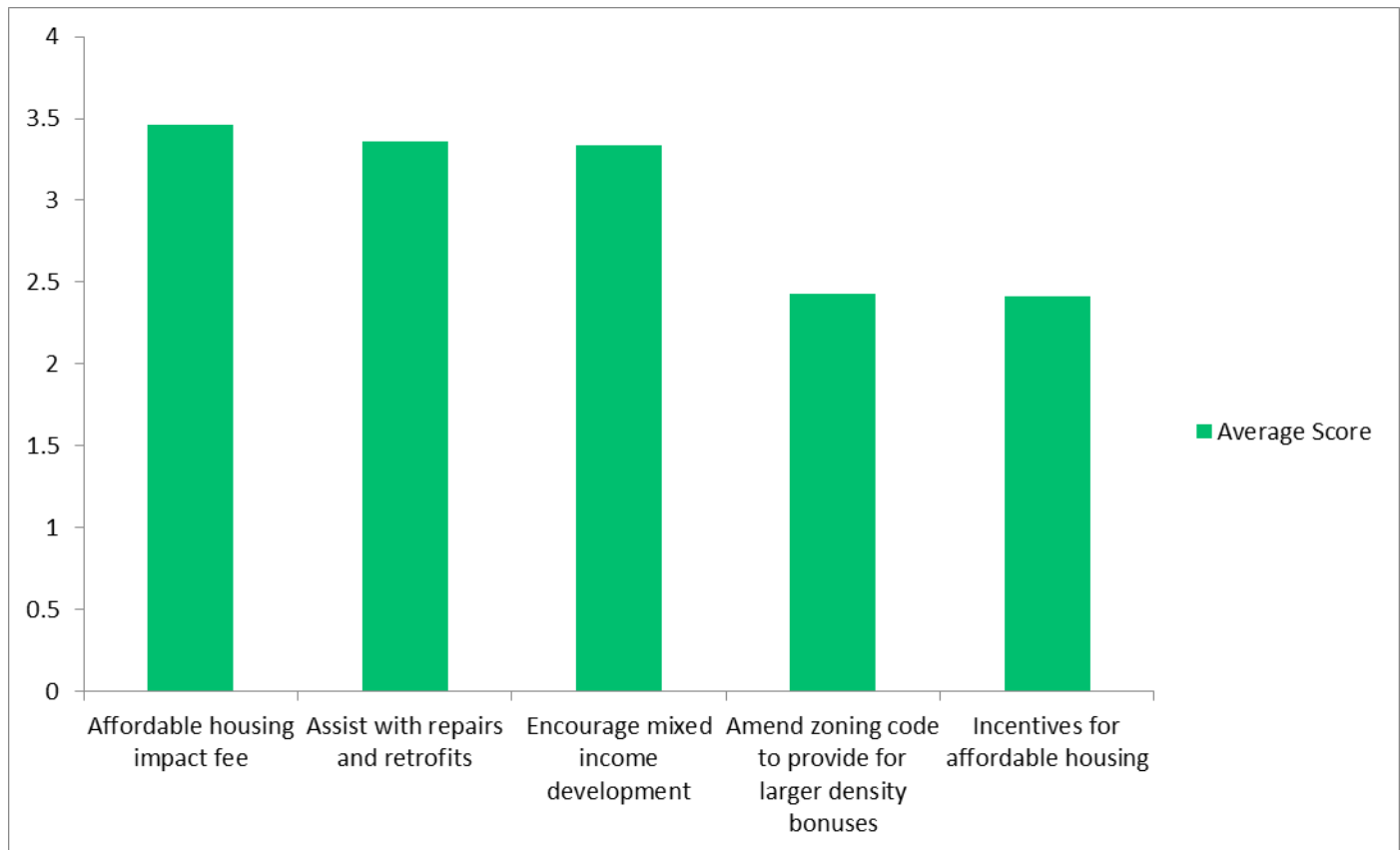
Q2: Energy Efficiency. Buildings are the biggest energy users in St. Petersburg, specifically residential buildings. How should the city prioritize the following policies and strategies for enhancing energy efficiency? Please rank 1 (highest priority) to 5 (lowest priority):



- Available answers:
 - Because of a lack of available land, St. Petersburg should view rooftops (both residential and non-residential) as infrastructure for energy efficiency. All new **buildings** and roof renovations should be required to be **solar ready** or to include solar panels (if lack of shade from trees and other conditions make it suitable for solar).
 - **Education and energy audits** are effective ways to reduce energy use in residential buildings, including affordable housing. The city should work with the local utility to expand energy audits, and follow up assistance with multiple energy saving measures including weatherization, insulation, and energy use tracking.
 - Some rental units are older and less energy efficient, which results in higher electric bills for renters. The city should work with **residential rental property owners to meet energy efficiency standards** that would reduce the amount of money renters spend on their electric bills.

- St. Petersburg should view rooftops (both residential and non-residential) as a desired location for infrastructure that would increase energy efficiency. Current **cool roof requirements** for commercial development (roof materials or coatings that reflect, instead of absorb, sunlight but come in many colors) should be expanded to include new residential buildings and significant residential roof replacements.
- It is currently difficult to track energy consumption and target assistance to residents with proportionately higher energy use. The City should prioritize a **pilot educational and outreach campaign** to engage residents in energy efficiency efforts and voluntary energy bill disclosure.

Q3: Housing Affordability. The public has expressed concerns about the increasing cost of housing. The city is working on many programs and initiatives. Which of the strategies below do you think can have the most impact to increase availability of affordable housing? Please rank the following strategies 1 (highest priority/most impact) to 5 (lowest priority/less impact):

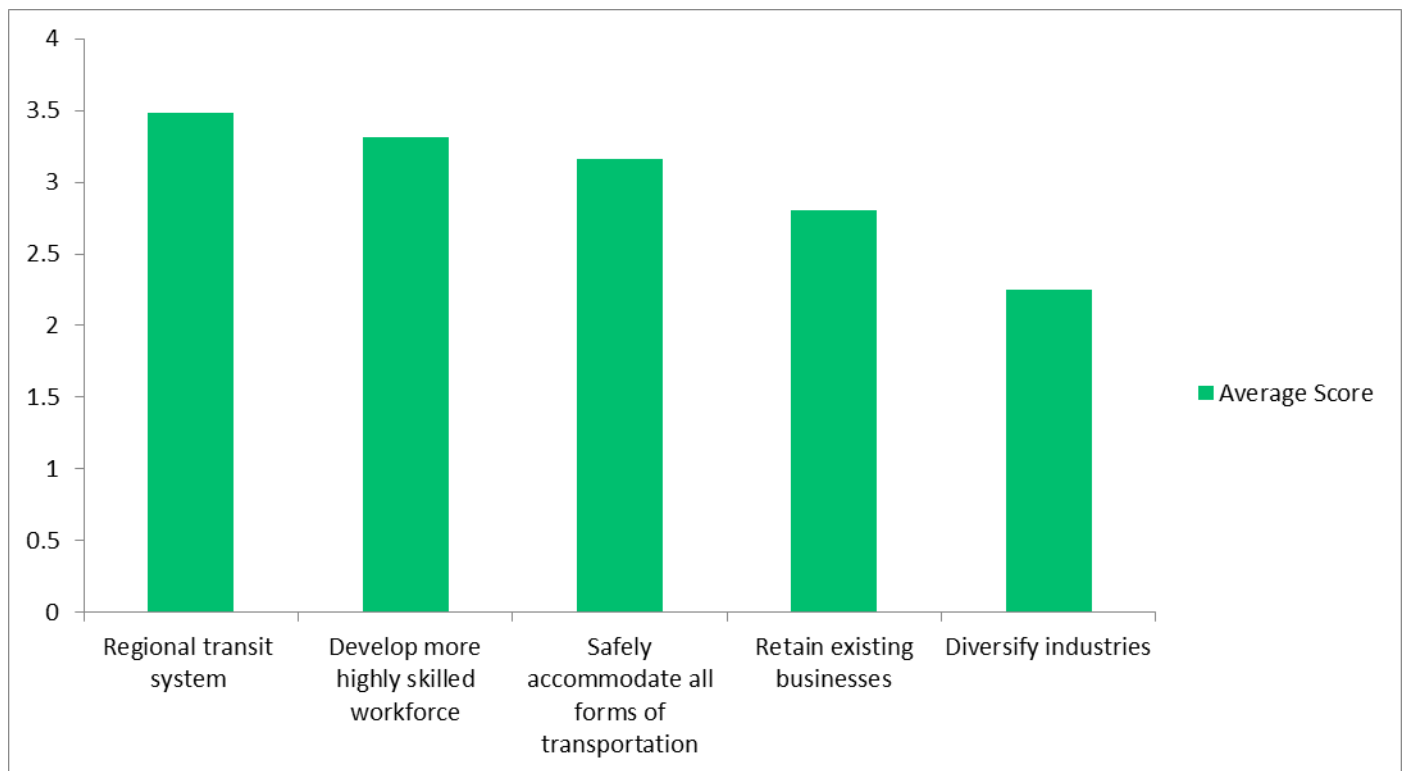


- Available answers:
 - “Transportation Impact fees” are paid by developers to fund transportation improvements. To fund the construction of more affordable housing, the city should institute an **affordable housing impact fee**. This fee would be paid by developers on new construction projects and the funds would be used for affordable housing.
 - Affordable housing is a foundation which enables people to live longer, healthier lives, however poorly designed homes or unsafe structures compromise the health and safety of the city’s residents. The city should focus its programs and use some of its limited housing funds to **assist** low and moderate-income households to **repair** their existing single-family homes or **retrofit** them to provide safe access to the elderly or disabled.
 - Inclusive, transit-oriented communities can generate a range of benefits, including the reduction of greenhouse gas emissions and increasing the affordability of housing. The city should **encourage the construction of**

housing that allows people from a mix of income levels to live in the same transit-oriented development through incentives like increased density or development subsidies.

- In some areas of the city, the zoning codes currently allow for a bonus that increases the density (number of housing units per area) that is allowed to be constructed on a site if the developer agrees to provide units that are affordable and available as workforce housing units. The city should **amend its zoning code to provide for larger density bonuses** in the current zones that allow a workforce housing bonus or consider allowing the bonus in additional zoning districts to create more workforce housing units in multi-family buildings.
- The increasing costs to build new housing units sometimes limits the construction of new affordable housing units. The city should add and/or increase **incentives that make it less expensive for developers to build affordable single-family housing.**

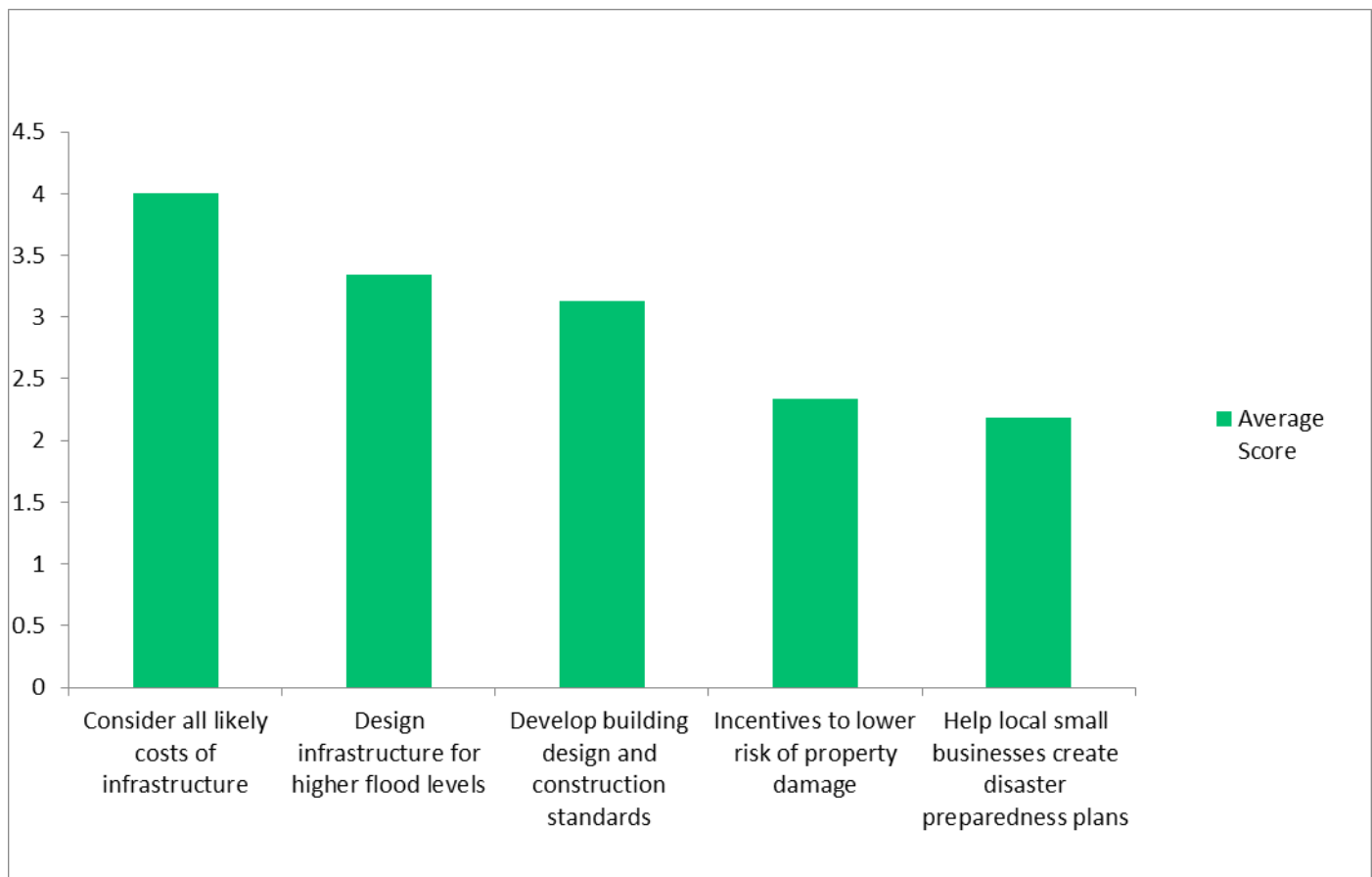
Q4: Jobs and Access/Transportation. Employers have raised concerns about the effect of transportation on growing their business and increasing jobs, so these topics are presented together in this survey. Increased transit options and decreased transportation costs along with an increase in living wage and better jobs will improve economic growth and quality of life in the community. Please rank the following strategies to enhance job opportunities and transportation options from 1 (highest priority) to 5 (lowest priority):



- Available answers:
 - A good **regional transit system** can make it easier for people to get to jobs in neighboring communities, and can also help employers grow. St. Petersburg should develop infrastructure support and options that enhance reliability and access to the existing regional transit system.
 - Quality employers willing to pay at least living wages are attracted to a city for a variety of reasons, including a highly-skilled workforce. The city should **develop a more skilled workforce** through partnerships with businesses and vocational/technical and higher education.
 - The cost of owning a car can be avoided if your job and other necessities are located nearby, and residents feel safe commuting without a car. The city should develop its roadways to **safely accommodate all forms of transportation**, including biking and walking.

- **Retaining existing businesses** and promoting their continued growth is important to the city's existing businesses and entrepreneurs that have already invested in the city. The city should prioritize incentives for businesses that remain or expand to provide value to the community.
- As a city that relies heavily on tourism, St. Petersburg must **diversify to provide higher-paying jobs** throughout our community. The city should partner with St. Petersburg Area Chamber of Commerce and the St. Petersburg Economic Development Corporation to attract specific industries that capitalize on our strengths.

Q5: Development and Infrastructure. St. Petersburg faces the effects of climate change, such as more severe storms and rising sea levels. To be prepared, our infrastructure (roads, sewer systems, etc.) need to be ready so that we can quickly bounce back from a severe storm – this is called resiliency. Please rank the following strategies to enhance the resiliency of our infrastructure from 1 (high priority) to 5 (low priority):



- Available answers:
 - Often the city must increase up front funding to design infrastructure (roads, sewers, etc.) that will better handle severe storms. The alternative is a lower-cost standard design, which can increase operation, maintenance risks and expenses over the long-term. This creates difficult spending decisions, deciding whether to spend more now to save more later. The city should **consider all likely costs of infrastructure**, including the effects of climate change, in the budgeting process.

- Repeat flooding occurs in some neighborhoods and more severe weather events create more areas of flooding across the city. The city should **design new infrastructure** (roads, sewer systems, parks, etc.) to prepare **for higher flood levels**.
- The way buildings are designed and built may determine the amount of damage to a community from a severe storm. The city should continue to **develop building design and construction standards** to limit the loss of property that would result from a severe storm.
- Property developers are important partners in helping a community prepare for severe weather events. The city should provide developers with **incentives to design and construct buildings that lower the risk of property damage** and increase safety for residents during severe storms.
- After a severe storm, many small businesses are not able to properly recover and they go out of business. The city should **help local small businesses create disaster preparedness plans** so they can recover quickly.

MEMO

Open Question

Thirty-six answers were provided for the open question. Open-ended results were divided into four categories for the purposes of this summary.

Q6: What additional program, action, or project should the city prioritize as part of ISAP in the next 3 years?

- *Transportation*
 - Major emphasis on improving bicycle safety through road designs and alterations to reduce accidents and injuries;
 - Regional transportation;
 - I would love to see some sort of light rail transportation along 4th street (or other busy corridors) for people that commute to downtown St. Petersburg. I just moved from Charlotte, NC and they have had GREAT success with their light rail. Another program that has garnered recognition recently in Charlotte, that I think St. Pete could consider, is a flood plain buy-out program. Storm are only going to get stronger and more dangerous with the proliferation of climate change. St. Petersburg is incredibly vulnerable. We need to be ready and create smart infrastructure. I attached two links about Charlotte's buy-out program. <https://www.bloomberg.com/news/articles/2018-09-19/charlotte-shows-how-to-beat-flooding>;
<http://charlottenc.gov/StormWater/Flooding/Pages/FloodplainBuyoutProgram.aspx>; and,
 - Create more mixed-use zoning so that people can walk/bike to work, play, etc., and they aren't as reliant upon transportation infrastructure. Increase food security by incentivizing local food production and business and compliment with appropriate zoning.
- *Infrastructure*
 - Increased funding for affordable housing near amenities and transportation;
 - The City needs to think about our valuable waterfront as part of this initiative: sea walls, bolstering up the vinoy basin which is deteriorating, asking the marine science center for help in initiatives that will preserve our waterfront;
 - Funding low income housing electric efficiency and sustainability projects;
 - Disallow building in low-lying land, use natural ways to protect the City - mangroves, protect wetlands. No more building directly on the water & don't subsidize this practice, if they build there, extra tax & they pay for the all infrastructure;
 - Consider planning for post-disaster redevelopment so that the city could recover in a more resilient way if we were to experience a major hurricane. Conduct outreach on both climate-change related risks and solutions to build public support for necessary investments; and,
 - Institute signage requirements and a regular audit. Many businesses buildings look run down due to their outdated signs. i.e. 34th st hotels/motels and hand-written signs in south St. Pete.
- *Climate and Energy*
 - 1) Electrification of the city's fleet, purchasing only EVs, not internal combustion engine vehicles that may also be larger than needed for the given dept.'s assigned task. 2) city challenge to all property owners to increase energy;

efficiency of buildings. 3) augmenting SELF to extend to rental property owners from current eligibility of property owners of single family homes;

- Focus on developing and implementing ways to reduce and/or eliminate flooding in the flood-prone areas of the city;
- Carbon sequestration! Let's be the first city in Florida to have a city-funded carbon sequestration project;
- Make green space and tree canopy a priority ... not only for carbon reduction but for quality of life. Particularly in any plan for the Trop property. Rooftop gardens should also be promoted;
- Can the opt in residential energy program provide incentives for downward changes or lower than average bills; and,
- Incentivize increased sea wall elevations to reduce probability of flooding.

- *Waste*

- Textile recycling (a place to put unwanted textiles rather than the trash) would be a great addition to the recycling program. Here is an example: <https://www.grownyc.org/clothing>. Compost collection would be great too;
- Citywide curbside compost pickup;
- Clean water and trash disposal, especially as they relate to each other. Trash disposal and/or recycling effectively to keep our city and our water ways (ocean, lakes, rivers, etc.) clean; and,
- A program the city should get behind is a clean-up program and recycling incentive programs. Also, a program that aides the homeless by solving problems we already have. Providing them a job by allowing them to clean up public spaces and provide municipal services. This program has been highly successful in other states. We have major issues with pollution in St. Petersburg stemming from residents but mainly tourism and we would like to see incentive programs that stop pollution at their biggest sources. Such as storm drains and storm pipes that send plastic and refuse into our local water ways. Nets can be installed around the opening like in Europe to catch pollutants. Also, I would love to see the city partner with the SEABIN project to keep our marinas clean because the most trash we see is in our marinas and inter coastal waterways.

- *Community, Equity and Health*

- Our homeless citizens need to be included in these plans; housing is a human right and those on the streets are most impacted by any severe weather;
- Initiatives that promote fostering relationships among multiple ethnicities and other demographics;
- Educational programs on innovation; and,
- Wellness in our communities is closely linked to accessible green space such as community parks. The city should develop a long-term plan for land acquisition and development of smaller neighborhood parks throughout the city.

- *Economy and Jobs*

- Question 1- Action 2: There are a tremendous number of groups and individuals who are not non-profit who can and will assist the city in building relationships that will facilitate a better understanding of the needs of the community. There are business owners, civic groups and everyday residents. We should not make the mistake of inadvertently excluding some by focusing solely on non-profits;
- St Petersburg should focus on things that make the city stand out. That make this city attractive to engineers, software developers, tech industries, and those with a focus on environmental issues. Saint Petersburg should work on creating more green spaces that can coexist with our developed land. We should push to become the leader in sustainable city design; and,
- Vocational programs for jobs in "green" industries.



APPENDIX B: STAR CERTIFICATION RESULTS REPORT

STAR Certification Results Report

City of St. Petersburg, FL
Certified 3-STAR Community
December 2016

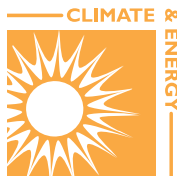
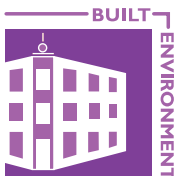


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The STAR Community Rating System

The STAR Community Rating System™ (STAR) is the nation's leading framework and certification program for evaluating community-wide sustainability, encompassing economic, environmental, and social performance measures. Sustainability means different things to different people, so STAR provides a clear, data-driven approach to assessing communities' sustainability efforts. The STAR framework helps communities assess their efforts in key areas and define sustainability for themselves. The rating system is maintained by STAR Communities, a nonprofit organization based in Washington, DC that works to evaluate, improve, and certify sustainable communities in North America.

STAR was developed for local governments by local governments. Nearly two hundred volunteers representing fifty cities and counties, state and federal agencies, nonprofit organizations, national associations, universities, utilities, and private corporations contributed thousands of hours and diverse expertise to the development of the STAR Community Rating System. Experts served on steering, technical, and ad hoc committees, which led to the development of the framework, methodologies for measurement, credits, and requirements for achieving and maintaining a STAR Community Rating ®.

To promote continuous improvement towards sustainability, STAR Communities has developed a certification program based off of the measures in the rating system. To apply for a STAR Community Rating, the town, city, or county government must be the primary applicant. Staff and/or representatives of the community fill out an online application by providing data on a variety of community sustainability indicators and coordinating data collection from both governmental agencies and community partners.

Communities choose the measures that they would like to report on and are not required to submit on all measures. This allows local governments to report on the objectives that are most important and relevant to their communities. Once the community submits the completed application forms, STAR Communities' verification teams reviews and verifies all measures for accuracy and then assigns a rating based upon a total cumulative score of points. A STAR Community Rating lasts for four years after the certification date.

GOAL AREA	PURPOSE & INTENT
Built Environment	Achieve livability, choice, and access for all where people live, work, and play
Climate & Energy	Reduce climate impacts through adaptation and mitigation efforts and increase resource efficiency
Education, Arts & Community	Empower vibrant, educated, connected, and diverse communities
Economy & Jobs	Create equitably shared prosperity and access to quality jobs
Equity & Empowerment	Ensure equity, inclusion, and access to opportunity for all citizens
Health & Safety	Strengthen communities to be healthy, resilient and safe places for residents and businesses
Natural Systems	Protect and restore the natural resource base upon which life depends

Table 1: The Rating System is divided into seven thematic sustainability goal areas.



The STAR Framework & Evaluation Measures

The STAR Community Rating System is built on a framework of sustainability goals, objectives, and evaluation measures. Version 1.2 of the Rating System contains seven sustainability goals. Under each goal, there are between five and seven objectives. These forty-four objectives are the core thematic areas that contain evaluation measures and metrics.

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts & Community	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light	Climate Adaptation	Business Retention & Development	Arts & Culture	Civic Engagement	Active Living	Green Infrastructure
Community Water Systems	Greenhouse Gas Mitigation	Green Market Development	Community Cohesion	Civil & Human Rights	Community Health & Health System	Invasive Species
Compact & Complete Communities	Greening the Energy Supply	Local Economy	Educational Opportunity & Attainment	Environmental Justice	Emergency Prevention & Response	Natural Resource Protection
Housing Affordability	Industrial Sector Resource Efficiency	Quality Jobs & Living Wages	Historic Preservation	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality
Infill & Redevelopment	Resource Efficient Buildings	Targeted Industry Development	Social & Cultural Diversity	Human Services	Indoor Air Quality	Water in the Environment
Public Spaces	Resource Efficient Public Infrastructure	Workforce Readiness		Poverty Prevention & Alleviation	Natural & Human Hazards	Working Lands
Transportation Choices	Waste Minimization				Safe Communities	

Table 2: Version 1.2 of the STAR framework of goals and objectives

STAR objectives are achieved through attainment of two types of evaluation measures: community-level outcomes and local actions. Community-level outcomes are measurable indicators that depict a community's progress toward a preferred state or condition within the STAR objective it supports. Outcomes are represented as trend lines, targets, or thresholds in the rating system. Examples include reductions in energy use or increased transportation access.

Local actions describe the range of decisions and investments that a local government or community can make, or the activities that they can engage in, that are essential to making progress within objectives. Local actions in the rating system focus on the key interventions that move the needle towards STAR's identified outcomes. Since many public, private, and non-profit organizations within the community contribute towards advancing sustainability goals, the rating system recognizes these efforts, not only those of the local government.

There are nine defined action types in the rating system. Preparatory actions are foundational steps that a community should take first to assess the community's needs and trends, identify and execute policy and regulatory changes, and strengthen partnerships and collaborations in order to effectively deploy resources and investments. Implementation actions are the programs and services, enforcement and incentive mechanisms, and infrastructure investments a community makes in order to efficiently and equitably move the needle towards the desired outcomes.



St. Petersburg's STAR Journey

The City of St. Petersburg started on the path to certification as one of the six communities in the Fall 2015 Leadership STAR Community Program. The Leadership Program is a one-year all-inclusive package that provides extensive staff support and services to a cohort of communities as they perform a baseline sustainability assessment under the STAR Community Rating System.

The Fall 2015 cohort was the fifth class of the Leadership Program, and included Columbia, MO; Durango, CO; Kansas City, MO; Lawrence, KS; Marathon, FL; and St. Petersburg, FL.

Staff from the participating communities met in Washington, DC in September 2015 to receive an orientation and intensive training on the rating system's measures, project management tips, the certification process, and how to communicate results. Sharon Wright, Sustainability Manager, and Cate Lee, Planner, for the City of St. Petersburg represented the community at the training and served as the core project team for the certification process.



The 2015 Fall Leadership group at orientation.

In coordination with the Leadership Program, St. Petersburg, FL was selected to receive an additional form of capacity support through the Quick Start Program, which was developed by Global Green USA and included a two-day workshop intended to catalyze community action. The goal of the workshop was to quickly identify the STAR outcomes and actions that were achievable by the community, support a focused

data collection effort, and enable the early identification of new policies and programs that can support the STAR certification, to move more quickly into implementation of best practices.

A few weeks after the Leadership Program orientation, STAR's Community Engagement Manager Lacey Shaver traveled to St. Petersburg to join Walker Wells and Krista Frank from Global Green USA to lead their Quick Start workshop. Project lead Sharon Wright set up meetings with over 50 city staff from across a variety of departments over two days. During the workshop, participants went through as many STAR measures as possible to determine feasibility. Meetings with the mayor, city council, and GIS staff and a presentation for community stakeholders were also part of the two-day event.

Over the course of 2015 and 2016, St. Petersburg staff received regular technical support, such as monthly check-in calls with a dedicated STAR coordinator and quarterly networking calls with other Leadership participants. Information and data was gathered for the certification application through 2015 and 2016 with the assistance of dozens of city staff members, community partners, state agencies, local and regional governments, and private sector employers. For a full list of acknowledgements, please view the appendix.

In December 2016, the City of St. Petersburg was awarded the Certified 3-STAR Community Rating for sustainability leadership. The community received 381.7 points out of the available 720 points. The certification was under Version 1.2 of the Rating System.

St. Petersburg is the sixth Florida community to achieve STAR certification, receiving the Certified 3-STAR Community Rating for national excellence in December 2016.



Overview of St. Petersburg's Score

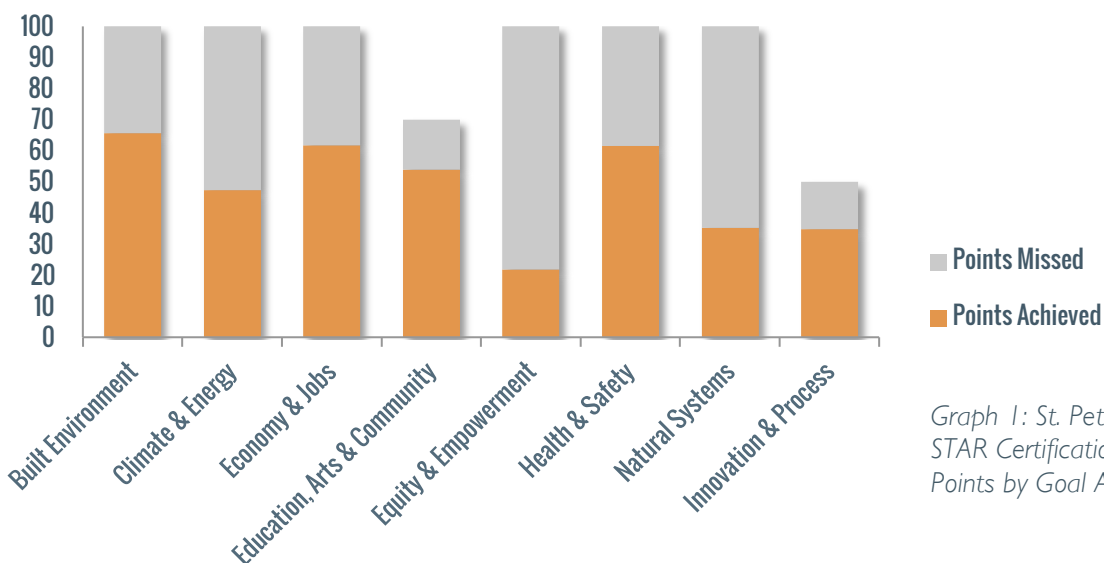


Communities pursuing STAR certification accumulate points by demonstrating their achievements across seven goal areas. Each community chooses which measures to report on from a menu of over five hundred quantitative outcome and qualitative action measures. This allows local governments to report on the measures that are most important and relevant to their communities. STAR Communities performs a rigorous third party verification of each application to ensure conformity with national standards and best practices before certifying a community. There are three STAR certification levels: 3-STAR Community (200-399 points), 4-STAR Community (400-599 points), and 5-STAR Community (600+ points).

On December 16, 2016, St. Petersburg received a Certified 3-STAR Community Rating by earning 381.7 points under Version 1.2 of the Rating System. The chart below illustrates St. Petersburg's performance across all goal areas, with an especially strong performance in Education, Arts & Community. The biggest area that offers opportunity for improvement is Equity & Empowerment. In some cases, the city collected data but did not meet the STAR threshold to achieve points. In those cases, the data was not submitted to STAR but will be used for the city's baseline and future planning.

Goal Area	Points Achieved	Points Missed	Points Available	Percent Achieved
Built Environment	65.6	34.4	100	66%
Climate & Energy	47.4	52.6	100	47%
Economy & Jobs	61.8	38.2	100	62%
Education, Arts & Community	53.9	16.1	70	77%
Equity & Empowerment	21.7	78.3	100	22%
Health & Safety	61.6	38.4	100	62%
Natural Systems	35.1	64.9	100	35%
Innovation & Process	34.8	15.2	50	70%
Totals	381.7	338.3	720	53%

Table 3: St. Petersburg's STAR Certification Final Score by Goal Area



Graph 1: St. Petersburg's STAR Certification, Total Points by Goal Area



National Context for St. Petersburg's Score

Hundreds of communities are using the STAR Community Rating System, and as of March 2017, fifty-nine have achieved STAR certification. Out of the fifty-nine certified communities, four are 5-STAR communities, twenty-four are 4-STAR communities, and thirty-one are 3-STAR communities.

All certified cities and counties worked very hard to document the efforts that they are making to increase community-wide sustainability. St. Petersburg's STAR certification is a testament to the City's commitment to creating a better community for all of its citizens and will serve as an important benchmark from which to move forward.

5-STAR COMMUNITIES

- Baltimore, MD
- Cambridge, MA
- Northampton, MA
- Seattle, WA

4-STAR COMMUNITIES

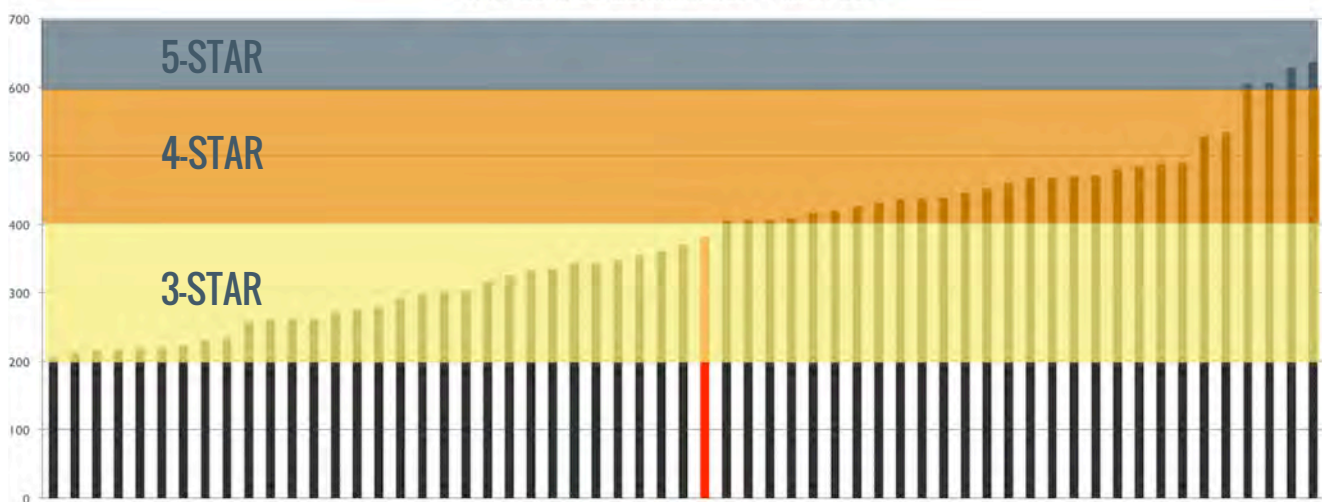
- Austin, TX
- Boise, ID
- Broward County, FL
- Burlington, VT
- Columbus, OH
- Davenport, IA
- Dubuque, IA
- Evanston, IL
- Henderson, NV
- Iowa City, IA
- Kansas City, MO
- King County, WA
- Las Vegas, NV
- Lawrence, KS

- Louisville, KY
- Memphis/Shelby County, TN
- Plano, TX
- Portland, OR
- Raleigh, NC
- Steamboat Springs, CO
- Tacoma, WA
- Tucson, AZ
- Washington, DC
- West Palm Beach, FL

3-STAR COMMUNITIES

- Abington Township, PA
- Albany, NY
- Atlanta, GA
- Beaverton, OR
- Birmingham, AL
- Blue Island, IL
- Chandler, AZ
- Charles City, IA
- Cleveland, OH

- Columbia, MO
- Des Moines, IA
- El Cerrito, CA
- Fayetteville, AR
- Fort Collins, CO
- Houston, TX
- Indianapolis, IN
- Las Cruces, NM
- Lee County, FL
- Monroe County, FL
- Palm Bay, FL
- Park Forest, IL
- Phoenix, AZ
- Reading, PA
- Riverside, CA
- Rosemount, MN
- San Antonio, TX
- St. Louis, MO
- St. Petersburg, FL
- Wichita, KS
- Winston-Salem, NC
- Woodbridge, NJ



Graph 2: Final scores of all Certified Communities as of March 2017. St. Petersburg's comparative ranking is shown in red.



Comparative Analysis of St. Petersburg's Score

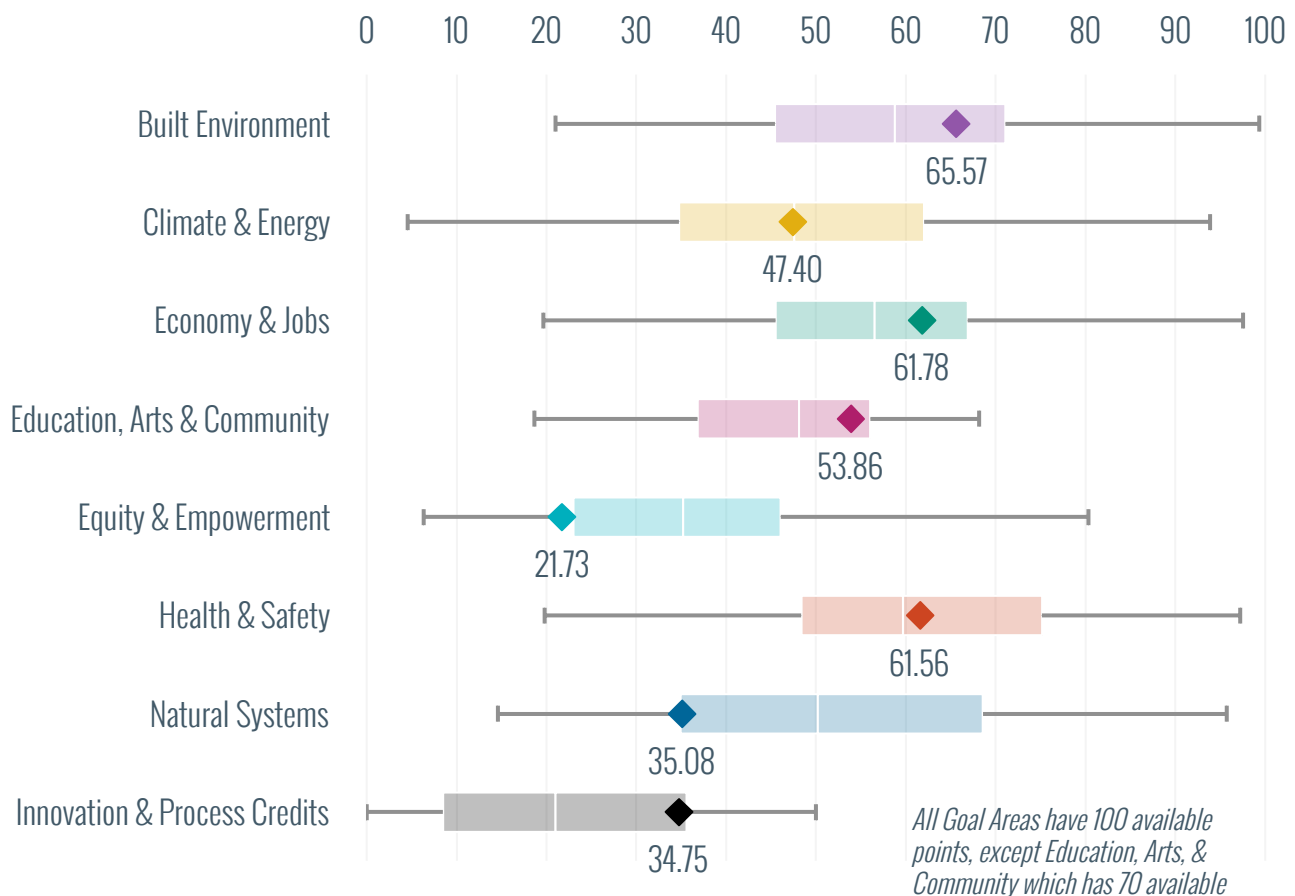
A closer examination of St. Petersburg's point totals in each goal area compared to other certified communities reveals areas of strong performance as well as opportunities for improvement. The box-and-whisker graph below illustrates how St. Petersburg performed in each goal area relative to all other certified communities.

The box-and-whisker graph is divided into quartiles, with the middle division representing the median score and the outer ends on the "whiskers" representing the lowest and highest score. The section from the end of the whisker on the low end to the beginning of the box represents the 25th percentile, the first half of the box represents scores from the 25th-50th percentile, the second half of the box represents score from the 50th-75th percentile and the whisker on higher end represents scores in

the 75th-100th percentile. The smaller the box, the closer the distribution of scores, while a longer box indicates that the scores are more dispersed.

St. Petersburg's scores are in median range and show areas of strength and weakness. The City fell within the 50th to 75th percentile range for the Built Environment; Economy & Jobs; Educations, Arts & Community; and Heath & Safety. The Equity & Empowerment and Natural Systems are the goal areas with the most opportunity for improvement.

The next section will go a step further, and break down each goal area and look at St. Petersburg's performance in each of the forty-four STAR objectives.



Graph 3: Comparative analysis of St. Petersburg's goal area scores. The diamonds indicate St. Petersburg's score in each goal area. The colored boxes represent the 25th-75th percentile of all certified communities' scores.





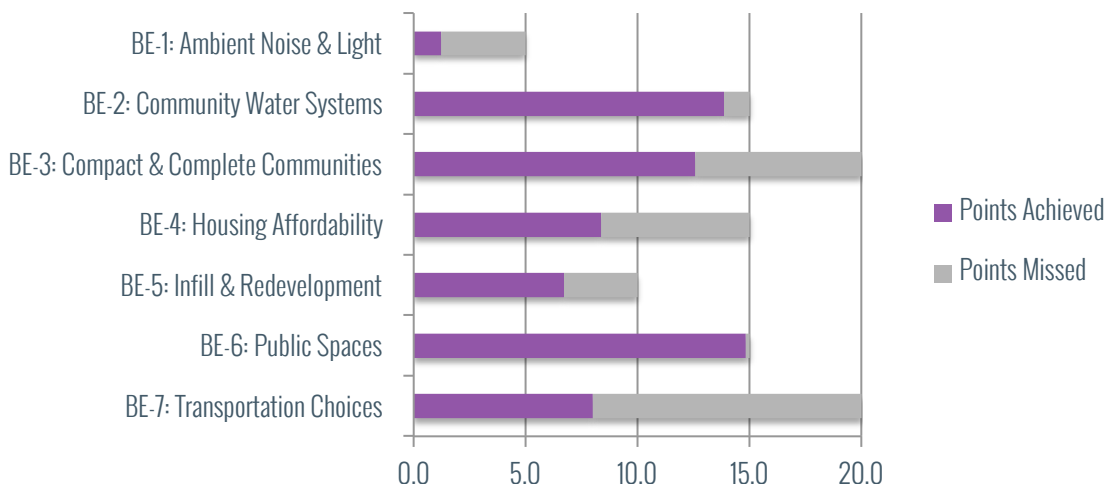
BUILT ENVIRONMENT

Overview

The seven objectives in the Built Environment goal area evaluate community development patterns, livability, and design characteristics, with an emphasis on access and choice for all residents regardless of income.

OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
BE-1	Ambient Noise & Light: Minimize and manage ambient noise and light levels to protect public health and integrity of ecological systems	5
BE-2	Community Water Systems: Provide a clean and secure water supply for all local users through the management of potable water, wastewater, stormwater, and other piped infrastructure	15
BE-3	Compact & Complete Communities: Concentrate development in compact, human-scaled, walkable centers and neighborhoods that connect to transit, offer diverse uses and services, and provide housing options for families of all income levels	20
BE-4	Housing Affordability: Construct, preserve, and maintain an adequate and diverse supply of location-efficient and affordable housing options for all residents	15
BE-5	Infill & Redevelopment: Focus new growth in infill areas and on redevelopment that does not require the extension of water, sewer, and road infrastructure or facilitate sprawl	10
BE-6	Public Spaces: Create a network of well-used and enjoyable parks and public spaces that feature equitable, convenient access for residents throughout the community	15
BE-7	Transportation Choices: Promote diverse transportation modes, including walking, bicycling, and transit, that are safe, low-cost, and reduce vehicle miles traveled	20

St. Petersburg achieved 65.6 out of the 100 total available points in this goal area, receiving close to full credit in BE-2: Community Water Systems and BE-6: Public Spaces. The objective with the most points left on the table is BE-7: Transportation Choices.



Graph 4: St. Petersburg's Built Environment performance by objective.





BUILT ENVIRONMENT

Objective Analysis

BE-1: AMBIENT NOISE & LIGHT

1.2/5 points

St. Petersburg did not submit data for the three outcome measures, which ask communities to make progress on light and noise targets, meet noise thresholds, and demonstrate a certain amount of visibility of the night sky.

The city has taken actions to address ambient noise; a noise ordinance was adopted in 2016 and identifies 'noise sensitive zones' around hospitals. The City's lighting ordinance addresses excessive light pollution and is enforced by Codes Compliance Assistance.

There are two common actions that other certified communities take that are not being done in St. Petersburg. One is establishing noise standards to enforce during permitting and design and the second is establishing a clear line of authority to enforce those standards.

BE-2: COMMUNITY WATER SYSTEMS

13.9/15 points

Full credit was received in two of the four outcomes by meeting national standards for safe drinking water and sufficient stormwater management. St. Petersburg did not receive credit in the other two outcomes, which ask a community to demonstrate a secure water supply and address any wastewater system deficiencies.

The City received credit for ten of the eleven actions, including participation in Tampa Bay Water's Conservation Coordination Consortium, a technical advisory group that coordinates regional water conservation. Several programs ensure low-income households are able to afford drinking water, such as the Utility Assistance Program.

BE-3: COMPACT & COMPLETE COMMUNITIES

12.6/20 points

In this objective, STAR asks that communities identify a number of areas to analyze as compact and complete centers (defined as walkable ½ mile areas with a variety of uses and transit accessibility). Based on population size, St. Petersburg was required to report on six compact and complete centers; the City chose Williams Park, Central Plaza, Crescent Lake Park, Roser Park, Midtown and Azalea Park as the central points for mapping. The City received partial credit on one of the four outcomes for meeting thresholds related to transit availability, diversity of uses, and employment and residential density.

Several strong actions support the success of the identified centers. Land use regulations are in place that allow for higher densities, reduced setbacks, and more uses in identified areas. In addition, a workforce housing incentive encourages affordable housing. To improve, the City could develop programs to preserve existing affordable housing in transit-served areas and increase the number of households with easy access to transit.

BE-4: HOUSING AFFORDABILITY

8.4/15 points

St. Petersburg earned credit in one of the three outcomes by demonstrating that only 2.5% of 4,461 existing subsidized affordable units have been lost in recent years. The City did not submit data for the other outcomes, which ask communities to meet thresholds for construction of affordable housing units and that the costs of housing and transportation do not overburden households.





BUILT ENVIRONMENT

Objective Analysis, continued

Strategies such as allowing accessory dwelling units in certain zones and the workforce housing density bonus support the outcomes of this objective. To improve, the City could develop a comprehensive housing strategy to identify key investments needed and preserve affordable housing in transit-served areas.

BE-5: INFILL & REDEVELOPMENT

6.7/10 points

The City received partial credit for one of the two outcomes in BE-5, which asks communities to demonstrate an increase in infill development. The City demonstrated a 189% increase in commercial and office square footage in designated areas from 2013-2015. The City did not submit data for the second outcome, which asks cities to demonstrate the use of existing infrastructure for new developments. Moving forward, the City could begin tracking this data.

St. Petersburg received credit for seven of the ten actions. Key supporting actions include limiting the expansion of the City's service areas as identified in the 2016 comprehensive plan and the City's Brownfields Program. An additional action the City could consider is developing incentives for infill development.

BE-6: PUBLIC SPACES

14.8/15 points

St. Petersburg met three of the four outcome measures that look at quality, quantity, and dispersion of parkland throughout the community. The City has 24.7 acres of parkland per 1,000 residents (the threshold is 13.5), 72.2% of residents live within a ½ mile walk of a park (the threshold is 70%), and 99.6% of households are within 3 miles of an off-road trail (the threshold is 90%). No data was submitted for a parks satisfaction survey. The City received credit for all but two action measures. Support for the City's parks comes from strong plans, policies, and the participation of hundreds of volunteers annually.

BE-7: TRANSPORTATION CHOICES

8/20 points

St. Petersburg was not able to achieve the three outcome measures, which ask communities to meet the mode split outcome thresholds for journey-to-work, demonstrate that at least 50% of households spend less than 15% of income on transportation costs, and demonstrate a downward trend in bicycle and pedestrian fatalities. Key actions the City has taken include adopting *CityTrails*, the bicycle/pedestrian master plan, and the Complete Streets Implementation Plan (currently under development). The City should continue to invest in ADA compliant sidewalks, bicycle infrastructure, and enhanced pedestrian crossing treatments to improve pedestrian safety and encourage greater diversity in transportation modes.

BUILT ENVIRONMENT HIGHLIGHTS:

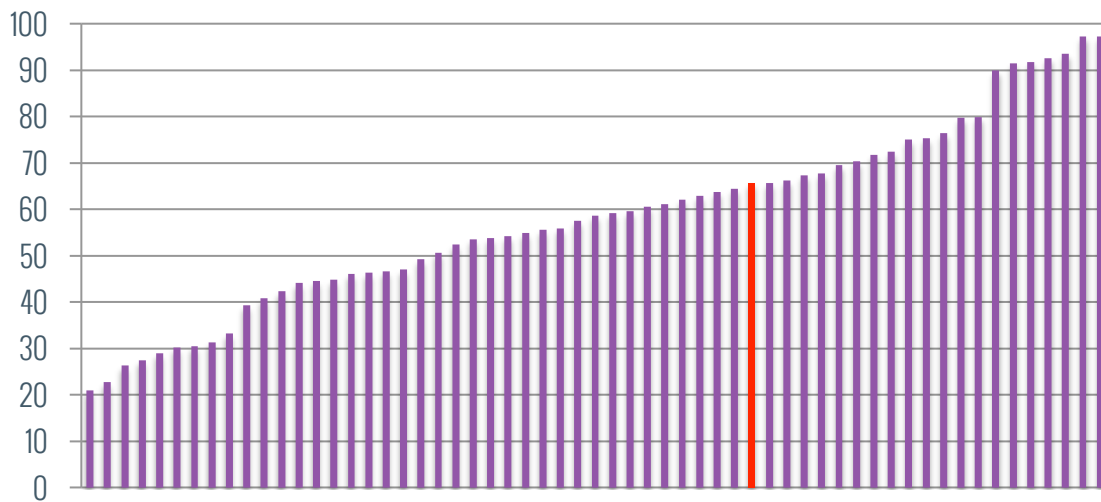
- 24.7 acres of parkland per 1,000 residents—over 10 acres more than the STAR threshold
- 189% increase in non-residential development in designated areas



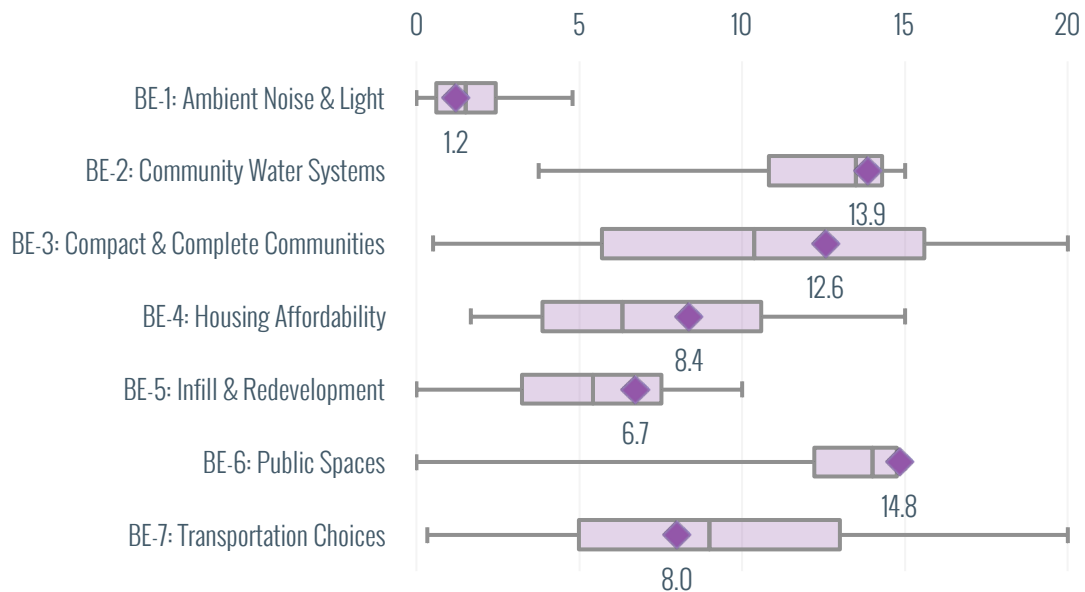


BUILT ENVIRONMENT Comparative Analysis

The graphs below show how St. Petersburg's Built Environment total score and objective scores compare to those from other certified communities. St. Petersburg is in the top 50th percentile for five of the seven objectives, demonstrating high performance in this area. The objectives in the bottom 50th percentile are BE-1: Ambient Noise & Light and BE-7: Transportation Choices.

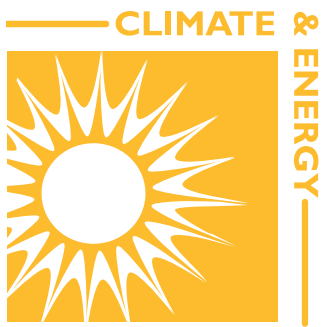


Graph 5: St. Petersburg's Built Environment total score in red, as compared to all Certified STAR Communities.



Graph 6: St. Petersburg's objective scores for the Built Environment, as indicated by diamonds, overlaid on top of the combined percentile scores of all certified communities.





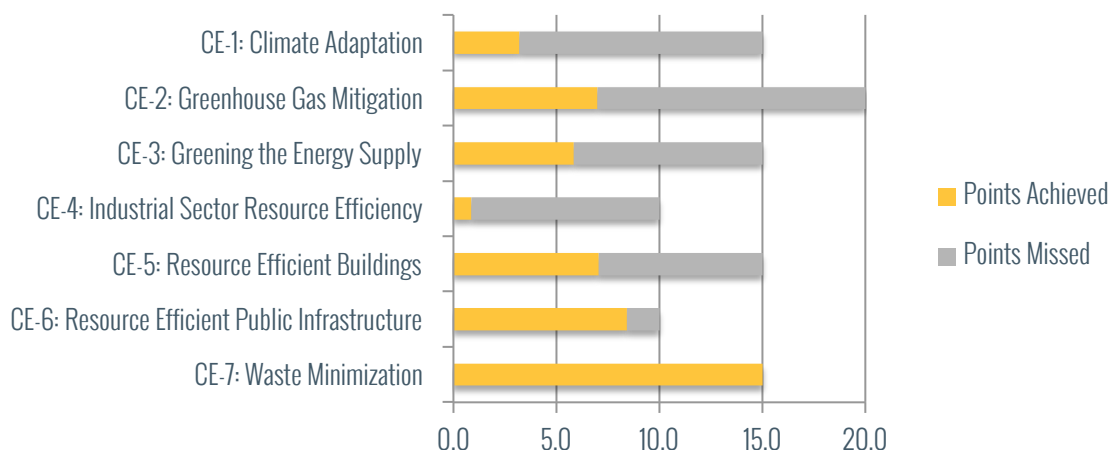
CLIMATE & ENERGY

Overview

The seven objectives in STAR's Climate & Energy goal area aim to reduce climate impacts and increase resource efficiency in order to create safer and healthier communities.

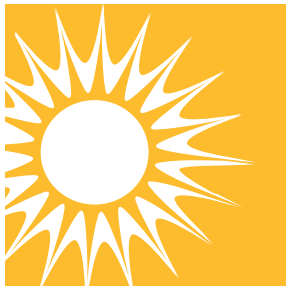
OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
CE-1	Climate Adaptation: Strengthen the resilience of communities to climate change impacts on built, natural, economic, and social systems	15
CE-2	Greenhouse Gas Mitigation: Achieve greenhouse gas emissions reductions throughout the community	20
CE-3	Greening the Energy Supply: Transition the local energy supply for both transportation and non-mobile sources toward the use of renewable, less carbon-intensive, and less toxic alternatives	15
CE-4	Industrial Sector Resource Efficiency: Minimize resource use and demand in the industrial sector as a means to mitigate greenhouse gas emissions and conserve water	10
CE-5	Resource Efficient Buildings: Improve the energy and water efficiency of the community's residential, commercial, and institutional building stock	15
CE-6	Resource Efficient Public Infrastructure: Minimize resource use and demand in local public infrastructure as a means to mitigate greenhouse gas emissions and conserve water	10
CE-7	Waste Minimization: Reduce and reuse material waste produced in the community	15

St. Petersburg achieved 47.4 out of the 100 total available points in Climate & Energy. The City scored highly in CE-6: Resource Efficient Public Infrastructure and CE-7: Waste Minimization. All other objectives have significant room for improvement.



Graph 7: St. Petersburg's Climate & Energy performance by objective.





CLIMATE & ENERGY

Objective Analysis

CE-1: CLIMATE ADAPTATION

3.2 /15 points

The City of St. Petersburg was unable to demonstrate a reduction in vulnerability within the following locally identified core areas of climate change concern: homes threatened by flooding, tourism, coastal zone threats, and sensitive and vulnerable populations.

The City did receive credit for steps that have been taken towards climate adaptation, such as working with the Tampa Bay Regional Planning Council to assess climate change threats and increasing elevation requirements in flood hazard areas. To continue to improve in this objective, the City should conduct a vulnerability assessment of the core areas of risk and consider adopting a climate change adaptation plan.

CE-2: GREENHOUSE GAS MITIGATION

7/20 points

St. Petersburg did not submit data for the outcome, which asks communities to demonstrate progress towards achieving an 80% reduction by 2050 in community-wide greenhouse gas emissions. Steps being taken in the City to address GHG emissions include installing electric vehicle charging stations, running a bike share program, and providing recycling services.

Common actions taken by other certified communities include adopting a climate action plan and modifying local government operations to reduce GHG emissions.

CE-3: GREENING THE ENERGY SUPPLY

5.9/15 points

St. Petersburg received partial credit in the first outcome by demonstrating increased ownership of alternative fuel vehicles from 2012 to 2014. The City did not submit data to show that a portion of the city's overall energy supply comes from renewable energy sources.

There are several steps that could be taken to improve further. The City could explore the use of alternative financial mechanisms, such as a feed-in tariff, to increase residential use of alternative energy; incentivize the development of renewables; adopt a community-wide plan to shift towards renewable energy; and ensure that city zoning does not hinder solar installations.

CE-4: INDUSTRIAL SECTOR RESOURCE EFFICIENCY

0.9/10 points

This objective focuses on industrial operations, defined as processes used to transform resources into goods, including manufacturing, construction, energy production, and agriculture. St. Petersburg did not submit data for the outcomes, which ask communities to make progress towards 80% reduction in water and energy use by 2050 within the local industrial sector.

The 2014 Florida Building Code policy was the only action to receive credit, for setting high efficiency standards. To improve, the City could create financial incentives to encourage efficiency, and administer programs to help industry transition to less resource-intensive practices.





CLIMATE & ENERGY

Objective Analysis, continued

CE-5: RESOURCE EFFICIENT BUILDINGS

7/15 points

This objective focuses on improving the energy and water efficiency of the community's residential, commercial, and institutional building stock. St. Petersburg received credit for one of the three CE-5 outcomes. The City demonstrated a 21% decrease over 15 years in water use intensity. No data was submitted to show an increase in building stock energy efficiency within the community or an increase in new green certified building stock.

To improve, the City could renovate government buildings to be more efficient, create programs to help homeowners to increase the efficiency of their homes, and educate the public on resource efficient practices.

CE-6: RESOURCE EFFICIENT PUBLIC INFRASTRUCTURE

8.4/10 points

CE-6 deals with resource use in local public infrastructure, such as landfills, power plants, public transit systems, waste and water facilities, streetlights, and traffic signals. The City showed a 12.3% energy use reduction from the City's streetlights, wastewater facilities, and water facilities. The City did not submit data for the

water efficiency outcome. Two steps the City is taking to increase efficiency include significant investments in the BioSolids to Energy Project and the Cosme Optimization project.

To improve, the City could adopt codes and standards to increase efficiency in new public infrastructure, engage public works managers in voluntary GHG reporting, and train managers in efficiency techniques.

CE-7: WASTE MINIMIZATION

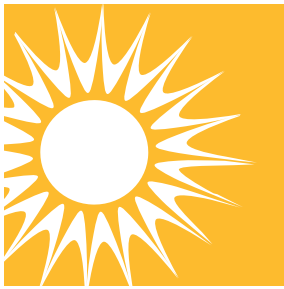
15/15 points

St. Petersburg met the CE-7 outcome measure by demonstrating a 23% reduction in total solid waste generated by the community over the past 10 years. Actions that are being taken locally to support this reduction include curbside and drop off recycling, the operation of a materials recovery facility, and banning the use of certain products, like polystyrene products, in local government operations.

CLIMATE & ENERGY HIGHLIGHTS:

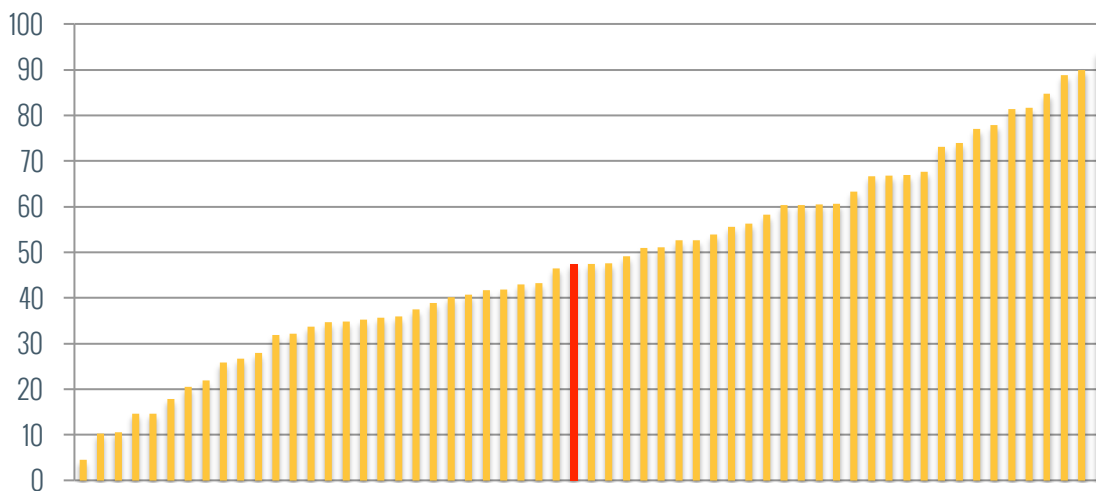
- 21% decrease over 15 years in water use intensity of community buildings
- 12.3% reduction in energy use of public infrastructure
- 23% reduction in total solid waste generated in the community over past 10 years



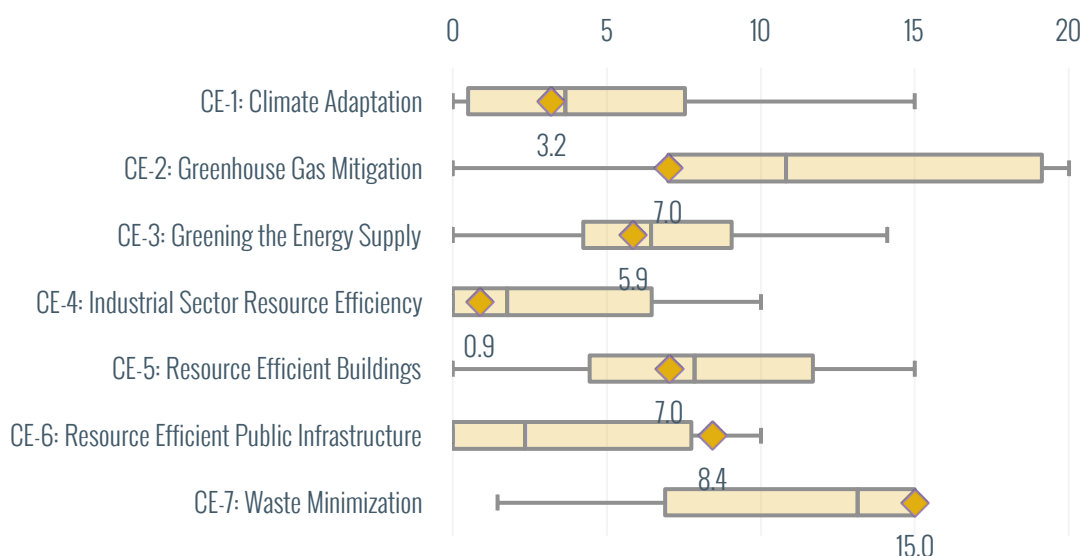


CLIMATE & ENERGY Comparative Analysis

The graphs below show how St. Petersburg's Climate & Energy total score and objective scores compare to those from other certified communities. St. Petersburg fell in the top 25th percentile in CE-6: Resource Efficient Public Infrastructure and CE-7: Waste Minimization, indicating areas of strength for the community. The City falls in the lower 50th percentile in all other objectives.



Graph 8: St. Petersburg's Climate & Energy total score in red, as compared to all Certified STAR Communities.



Graph 9: St. Petersburg's objective scores for Climate & Energy, as indicated by diamonds, overlaid on top of the combined percentile scores of all certified communities.





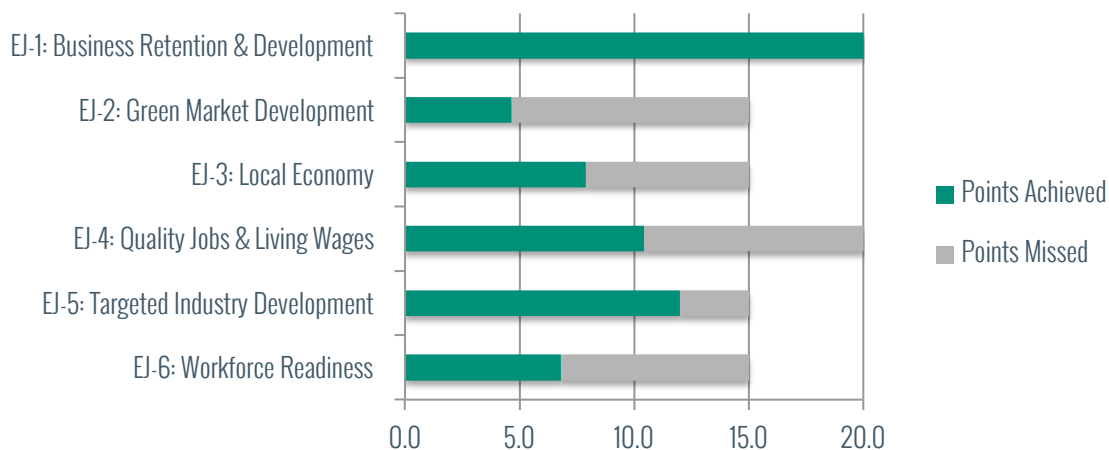
ECONOMY & JOBS

Overview

The six objectives of STAR's Economy & Jobs goal area work together to promote equitably shared prosperity and access to quality jobs.

OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
EJ-1	Business Retention & Development: Foster economic prosperity and stability by retaining and expanding businesses with support from the business community	20
EJ-2	Green Market Development: Increase overall market demand for products and services that protect the environment	15
EJ-3	Local Economy: Create an increasingly self-reliant community through a robust local economy with benefits shared by all	15
EJ-4	Quality Jobs & Living Wages: Expand job opportunities that support upward economic mobility and provide sufficient wages so that working people and their families can afford a decent standard of living	20
EJ-5	Targeted Industry Development: Increase local competitiveness by strengthening networks of businesses, suppliers, and associated institutions	15
EJ-6	Workforce Readiness: Prepare the workforce for successful employment through increasing attainment of post-secondary education and improving outcomes of workforce development programs	15

St. Petersburg achieved 61.8 out of the available 100 points for the Economy & Jobs goal area. The City received all points available in EJ-1: Business Retention & Development, and scored well in EJ-5: Targeted Industry Development. The objectives with the most room for improvement are EJ-2: Green Market Development and EJ-4: Quality Jobs & Living Wages.



Graph 10: St. Petersburg's Economy & Jobs performance by objective.





ECONOMY & JOBS

Objective Analysis

EJ-1: BUSINESS RETENTION & DEVELOPMENT

20/20 points

St. Petersburg received full credit in EJ-1 by meeting the thresholds of the three outcomes. The City demonstrated an increase in employment, total sales, and the number of local businesses established in recent years.

Several initiatives help support the economy in St. Petersburg, including the *St. Petersburg Greenhouse*, a collaboration between the City and the Chamber of Commerce to provide guidance and resources to new businesses.

EJ-2: GREEN MARKET DEVELOPMENT

4.7/15 points

St. Petersburg received credit in one of the four outcome measures, by demonstrating an increase in alternative fuel vehicle ownership in recent years. The City was unable to show a decrease in greenhouse gas intensity over time, an increase in the construction of non-residential green buildings, an increase in electric vehicle ownership, or an increase in the purchase of renewable energy certificates by residents.

The two actions the City received credit for are the installation of electric vehicle charging stations and a policy to require that municipal buildings over 10,000 sq. ft. be Green Globes or LEED-certified.

To improve, the City could adopt zoning codes that encourage and remove barriers to green building, adopt a green purchasing policy, and develop a program to promote local green businesses.

EJ-3: LOCAL ECONOMY

7.9/15 points

St. Petersburg met the thresholds for one of the two outcome measures. The City was able to demonstrate that import sectors have increasing location quotients, but did not submit data to show that deposits to local financial institutions are increasing.

There are several actions the City could consider to improve in this objective. The most common credited actions from other certified communities include supporting a buy local/bank local campaign, developing an economic localization plan, and encouraging the purchase of locally produced products by the City and anchor institutions.

EJ-4: QUALITY JOBS & LIVING WAGES

10.4/20 points

St. Petersburg received credit for one of two outcomes by demonstrating a 2.6% increase in real median household income from 2000 to 2015. No data was submitted to demonstrate that 80% of households meet or exceed the locally defined living wage standard.

Mayor Kriseman has publically supported a living wage in St. Petersburg and has implemented a paid family leave policy for city employees, but there are several other actions that can be taken to improve in this objective, including the adoption of family-friendly workplace policies, maintenance of collective bargaining agreements, and the requirement that all city contractors have access to family-friendly workplace policies.





ECONOMY & JOBS

Objective Analysis, continued

EJ-5: TARGETED INDUSTRY DEVELOPMENT

12.0/15 points

The three targeted industries St. Petersburg identified to demonstrate progress for the outcome measures are: healthcare and social assistance; arts and entertainment; and professional scientific and technical services. All three industries showed an increase in the number of businesses and sales, and two of the three showed increases in employment (healthcare and social assistance and professional scientific and technical services).

Investments and reports such as the *2015 St. Petersburg Arts & Culture Economic Impact Report* support the development of the selected target industries. To improve, the City could coordinate with local universities to better prepare the workforce for jobs in these sectors.

EJ-6: WORKFORCE READINESS

6.8 /15 points

St. Petersburg received credit for one of the two outcome measures by demonstrating an increase in post-secondary degrees in the community. The City did not submit data for the trained workforce outcome.

In 2015, the City's adopted a policy that requires major construction projects to hire a certain percentage of "disadvantaged workers". To improve, the City could support the expansion of local community college curriculum to meet workforce-training needs, adopt a workforce development plan, and provide training and support services to the workforce.

ECONOMY & JOBS HIGHLIGHTS:

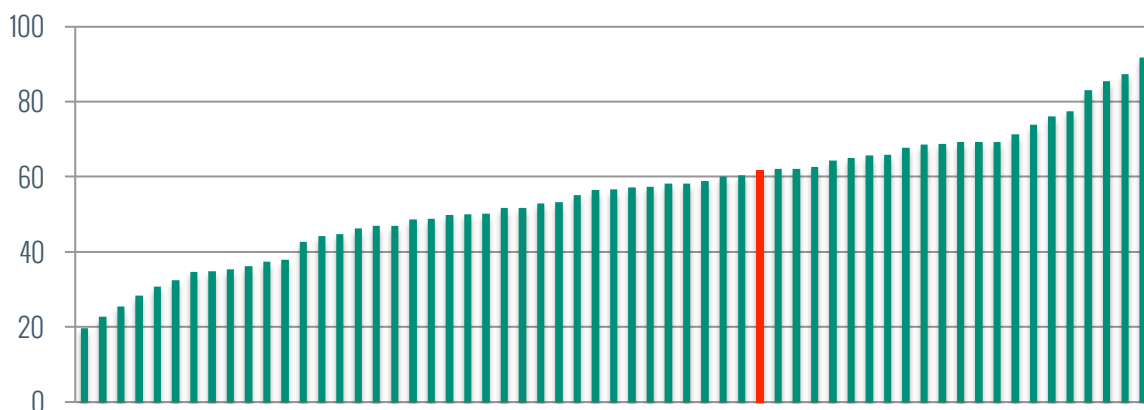
- Over 600 businesses were created in St. Petersburg between 2011 and 2013
- Municipal buildings over 10,000 square feet must be Green Globes or LEED certified
- 2.6% increase in real median household income from 2000 to 2015



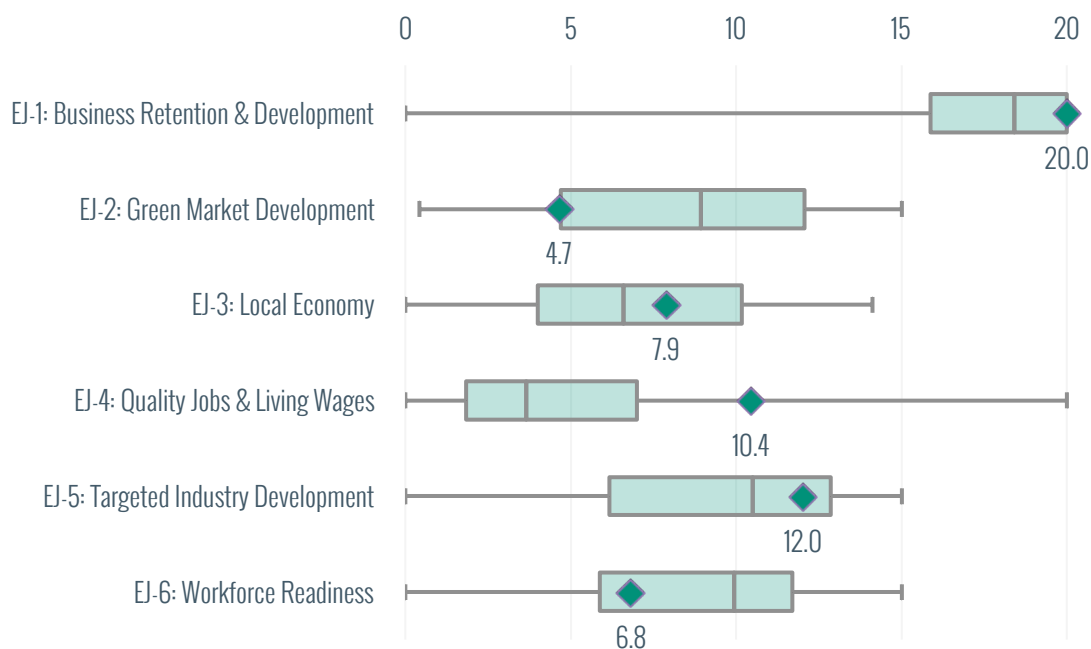


ECONOMY & JOBS Comparative Analysis

The graphs below show how St. Petersburg's Economy & Jobs total score and objective scores compare to those from other certified communities. St. Petersburg fell in the top 25th percentile for EJ-1: Business Retention & Development and EJ-4: Quality Jobs & Living Wages. In particular, EJ-4 Quality Jobs & Living Wages is a low performing area of STAR; St. Petersburg should be commended for the community's work in this area. The only objectives the City did not score in the top 50th percentile are EJ-2: Green Market Development and EJ-6: Workforce Readiness.

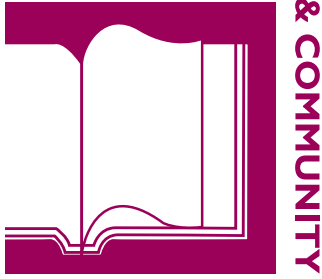


Graph 11: St. Petersburg's Economy & Jobs total score in red, as compared to all Certified STAR Communities.



Graph 12: St. Petersburg's objective scores for Economy & Jobs, as indicated by diamonds, overlaid on top of the combined percentile scores of all certified communities.





EDUCATION, ARTS & COMMUNITY Overview

The five objectives of STAR's Education, Arts & Community goal area promote an educated, cohesive, and socially connected community.

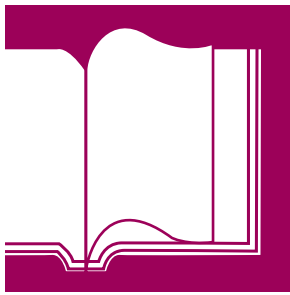
OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
EAC-1	Arts & Culture: Provide a broad range of arts and cultural resources and activities that encourage participation and creative self-expression	15
EAC-2	Community Cohesion: Ensure a cohesive, connected community through adequate venues for community interaction, community building activities and events, and the sharing of information about community issues and services	15
EAC-3	Educational Opportunity & Attainment: Achieve equitable attainment of a quality education for individuals from birth to adulthood	20
EAC-4	Historic Preservation: Preserve and reuse historic structures and sites to retain local, regional, and national history and heritage, reinforce community character, and conserve resources	10
EAC-5	Social & Cultural Diversity: Celebrate and respect diversity and represent diverse perspectives in community decision-making	10

St. Petersburg achieved 53.9 out of the 70 possible points in Education, Arts & Community, which represents 77% of the available points, the highest percentage achieved out of all goal areas. The City performed well across the board, especially in EAC-1: Arts & Culture and EAC-2: Social & Cultural Diversity. EAC-3: Education Opportunity & Attainment has the most room for improvement.



Graph 13: St. Petersburg's Education, Arts & Community performance by objective.





EDUCATION, ARTS & COMMUNITY

Objective Analysis

EAC-1: ARTS & CULTURE

15/15 points

St. Petersburg did not submit data for the first outcome measure, which asks communities to demonstrate that 5% of the businesses in the community are in the creative industries. The second outcome requires communities to meet two thresholds—35% of adults attend a live performing arts event annually and 20% of adults visit an art museum annually. St. Petersburg was significantly above both thresholds with 99% and 53% respectively.

St. Petersburg's long-standing commitment to the arts helped the City receive credit for all eleven actions. The *Visions of New Millennium* arts plan—originally created in 1999 and updated in 2009—lays out goals that guide the City's work in the arts. This work includes over \$1.5 million invested in 2015 towards arts events. The City also provides rent subsidies and business planning support for artists.

EAC-2: COMMUNITY COHESION

13.4/15 points

St. Petersburg met one of the two outcome measures by demonstrating that 83% of residents live within one mile of a community venue that provides free access to community events and services. The City did not submit data to demonstrate an increase in the public perception of community cohesion.

The City received credit for eight out of ten action measures. Going forward, the City should document the ways that the local government supports events and programs in low-income neighborhoods (financially or logistically). This is happening, but wasn't able to be documented.

EAC-3: EDUCATIONAL OPPORTUNITY & ATTAINMENT

11.7/20 points

St. Petersburg received partial credit for one of the three outcomes by showing that the average rate of high school graduation increased by 4.37% between 2013 and 2015. The City did not submit data for the reading proficiency outcome or the graduation rate equity outcome. The latter measure requires communities to demonstrate that students from different locally selected subgroups (based on race/ethnicity, disability, English proficiency, or income levels) increase or maintain a 90% or above graduation rate.

One action that stood out is *St. Pete's Promise*, which supports local education by connecting mentors and mentees, providing scholarships, and advocating for education. Families are able to become involved in their children's education through the Pinellas County Council PTA. Two actions that could be implemented include funding head start programs and providing full day kindergarten for low-income students and students with special needs.

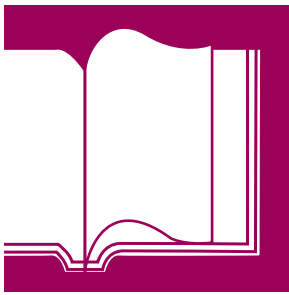
EAC-4: HISTORIC PRESERVATION

7/10 points

St. Petersburg received credit for its three historic districts, but did not receive credit in the other three outcomes. The other outcomes look at the number of structures preserved over time, green retrofits to historic structures, and the economic impact of preservation.

In Outcome 2, a community must demonstrate a positive rate of growth in the number of structures that have been preserved or restored





EDUCATION, ARTS & COMMUNITY

Objective Analysis

over time. There are two ways to calculate this trend line, based upon whether the community has a longstanding historic preservation program in place or has recently established a historic preservation program. Because St. Petersburg designated a large number of historic structures in 2003-2004, then smaller numbers in following years, the trend line appeared negative. In the future, the City should submit using the longstanding program methodology and should also consider submitting historic structures that have been rehabilitated, converted, or restored to improve the trend line.

The City did receive credit for nine of the ten action measures, demonstrating a commitment to historic preservation. In 2015, the City passed an ordinance to create new historic districts and added a tax exemption for the preservation of historic structures. The City also has put in place regulations for historic neighborhoods that build on heritage tourism beyond just local landmark districts. The city's traditional neighborhood zoning districts ensure maintenance of the historic block and site pattern by requiring narrow rectangular lots face the avenue, houses be built toward the front of the lot with reduced

setbacks, front porches and primary entrances face the avenue, sidewalk connections lead to the public sidewalk and the street, vehicular access is from the rear alley instead of driveways in front yards, and new structures must use a recognized architectural style with consistent and appropriate materials.

EAC-5: SOCIAL & CULTURAL DIVERSITY

6.8/10 points

St. Petersburg received credit for one of the two outcome measures by providing examples of ten local events that celebrate different social and cultural groups. The City did not provide data to demonstrate that local boards and commissions reflect the racial and ethnic diversity of the community.

The City holds a variety of events to celebrate local diversity and provides diversity training to city staff. To improve further in this objective, the City could first conduct an assessment of social and cultural diversity to help inform decision-making, and then use this to inform the effectiveness of policies related to diversity, such as to encourage diversity on local boards.

EDUCATION, ARTS & COMMUNITY HIGHLIGHTS:

- 99% of adults attend a live performing arts event annually and 53% of adults visit an art museum annually
- The high school graduation rate increased by 4.37% between 2013 and 2015
- 83% of residents live within one mile of a community venue

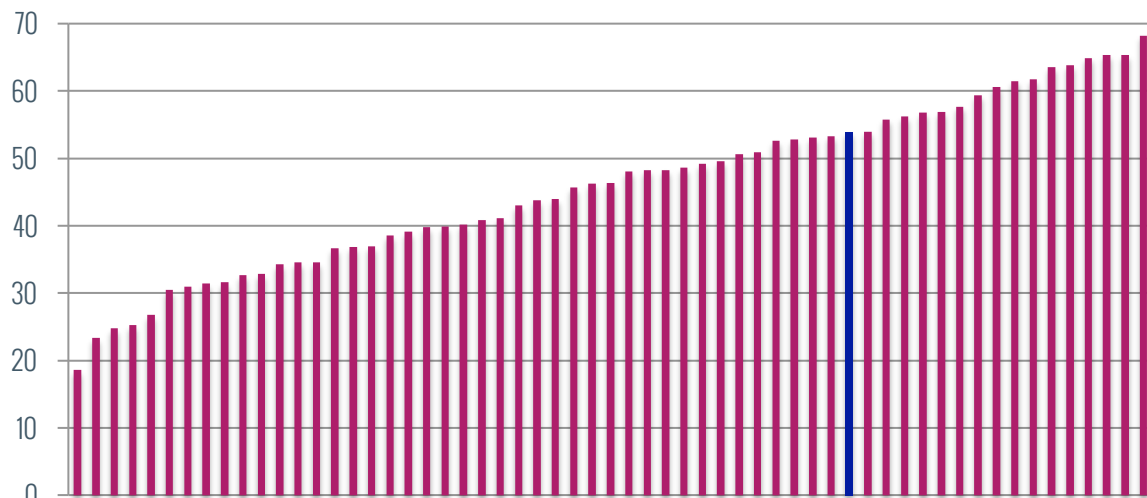




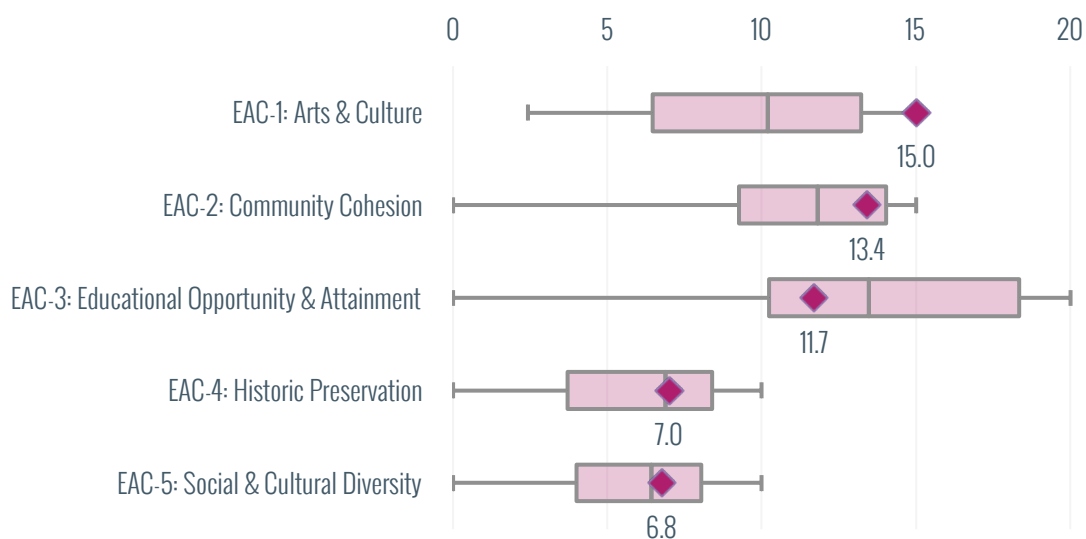
EDUCATION, ARTS & COMMUNITY

Comparative Analysis

The graphs below show how St. Petersburg's Education, Arts & Community total and objective scores compare to those from other certified communities. St. Petersburg scored in the top 25th percentile in EAC-1: Arts & Culture. The only objective that fell below the median score for all certified communities is EAC-3: Educational Opportunity & Attainment.



Graph 14: St. Petersburg's Education, Arts & Community total score in blue, as compared to all Certified STAR Communities.



Graph 15: St. Petersburg's objective scores for Education, Arts & Community, as indicated by diamonds, overlaid on top of the combined percentile scores of all certified communities.





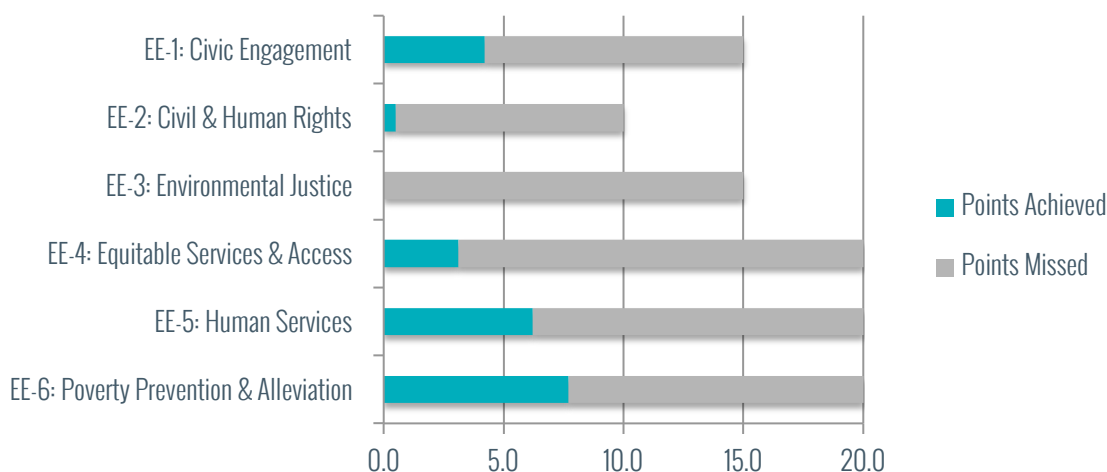
EQUITY & EMPOWERMENT

Overview

The six objectives in STAR's Equity & Empowerment goal area promote equity, inclusion, and access to opportunity for all residents.

OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
EE-1	Civic Engagement: Improve community well-being through participation in local decision-making and volunteering with community organizations	15
EE-2	Civil & Human Rights: Promote the full enjoyment of civil and human rights for all residents in the community	10
EE-3	Environmental Justice: Reduce polluted and toxic environments with an emphasis on alleviating disproportionate health hazards in areas where low-income residents and persons of color live	15
EE-4	Equitable Services & Access: Ensure equitable access to foundational community assets within and between neighborhoods and populations	20
EE-5	Human Services: Ensure high quality human services programs are available and utilized to guarantee basic human needs so that all residents lead lives of dignity	20
EE-6	Poverty Prevention & Alleviation: Prevent people from falling into poverty and proactively enable those who are living in poverty to obtain greater, lasting economic stability and security	20

St. Petersburg achieved 21.7 out of 100 points in Equity & Empowerment, the City's lowest performing goal area. There is opportunity for improvement in all six objectives, but especially in EE-2: Civil & Human Rights, EE-3: Environmental Justice, and EE-4: Equitable Services & Access.



Graph 16: St. Petersburg's Equity & Empowerment performance by objective.





EQUITY & EMPOWERMENT

Objective Analysis

EE-1: CIVIC ENGAGEMENT

4.2/15 points

St. Petersburg did not meet the threshold for the voting outcome. No data was submitted for the sense of empowerment and volunteerism outcome measures.

The City did receive credit for the Involved Citizens Active in Neighborhoods—ICAN—program that matches city departments with volunteers. Common actions done by other certified communities include implementing regular engagement opportunities between citizens and elected officials, conducting educational campaigns about the electoral process, and partnering with local groups to increase voting and volunteerism.

EE-2: CIVIL & HUMAN RIGHTS

0.5/10 points

St. Petersburg did not submit data for the solo outcome measure, which asks communities to demonstrate that all civil and human rights complaints in the jurisdiction have been addressed in a timely and appropriate manner.

The City received credit for only one action—providing a variety of diversity trainings to police officers. To improve, the City could adopt policies that specifically protect residents' civil and human rights, establish a civil and human rights commission, and conduct public education campaigns promoting civil and human rights.

EE-3: ENVIRONMENTAL JUSTICE

0/15 points

The EE-3 objective asks communities to first identify priority environmental justice sites, and then demonstrate how progress has been made at these sites to reduce risk and exposure. St. Petersburg did not identify environmental justice sites or submit data to document progress made to reduce risk and exposure.

There are several actions the City could take to improve in this objective. A good first step would be to identify any existing environmental justice sites, then develop and adopt a plan with specific targets for each site. In addition, the City could engage residents and stakeholders to create an Environmental Justice Collaborative Group to spearhead action in this topic area.

EE-4: EQUITABLE SERVICES & ACCESS

3.1/20 points

The intent of EE-4 is to demonstrate that all populations and neighborhoods have equitable access to vital services and community assets. St. Petersburg did not submit for the outcome measure of this objective, which requires extensive spatial analysis.

The Community Redevelopment Area (CRA) Citizens Advisory Committee is one example of a targeted initiative to address issues of access and equity in a geographical area with a history of economic burden. To improve, the City could adopt a community-wide equity policy and construct new infrastructure in areas to reduce disparities in access.





EQUITY & EMPOWERMENT

Objective Analysis, continued

EE-5: HUMAN SERVICES

6.2/20 points

This objective requires the completion of a preliminary step for submission; the City identified veterans, homeless, and children as priority populations for human services within the community. St. Petersburg did not submit data for the outcome measure, which requires communities to demonstrate a reduction in the percentage of residents in these selected priority populations who need assistance in obtaining selected priority human services.

However, St. Petersburg received credit for community efforts such as *The Economic Impact of Poverty* plan adopted in 2012, quarterly trainings held by the Pinellas County Human Services Coalition, and the work of several agencies such as the Commission on Aging. Moving forward, the City could use the STAR Communities framework to better document the extensive work that the Veterans, Social and Homeless Services Department currently does in coordination with both non-governmental and governmental entities, such as Pinellas County, Daystar Life Center and more, to ensure that high quality services are provided to vulnerable populations.

EE-6: POVERTY PREVENTION & ALLEVIATION

7.7/20 points

St. Petersburg did not submit data for the two outcome measures, which ask communities to show a reduction in poverty over time in the broader community and then within certain priority population subgroups.

The City's *2020 Plan* sets a goal of reducing poverty by 30% in South St. Petersburg by 2020. Actions such as the South St. Petersburg Community Redevelopment Area Citizens Advisory Committee, the Residential Rehabilitation Program, and workforce readiness programs that provide job-training initiatives support this ambitious goal. To improve, the City could provide child development programs for children living at or near the poverty line.

EQUITY & EMPOWERMENT HIGHLIGHTS:

- *The Economic Impact of Poverty* plan adopted in 2012
- Innovative work being carried out by *The Community Redevelopment Area (CRA) Citizens Advisory Committee*

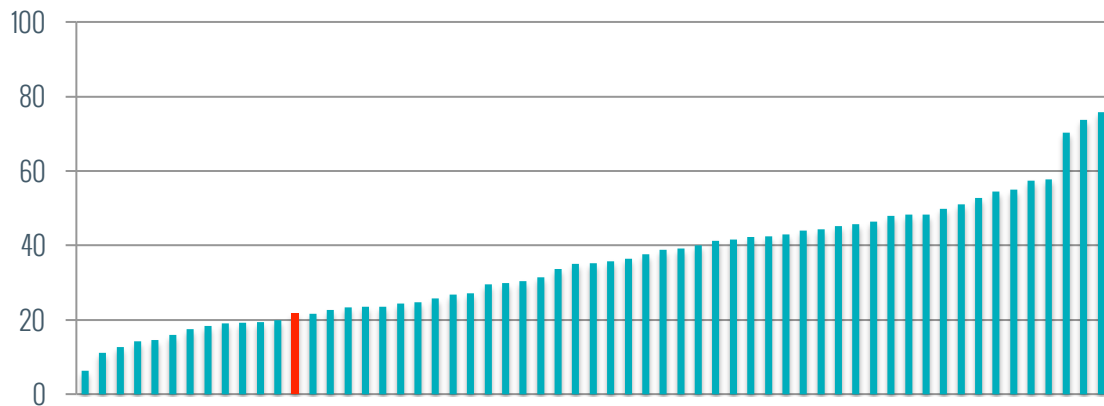




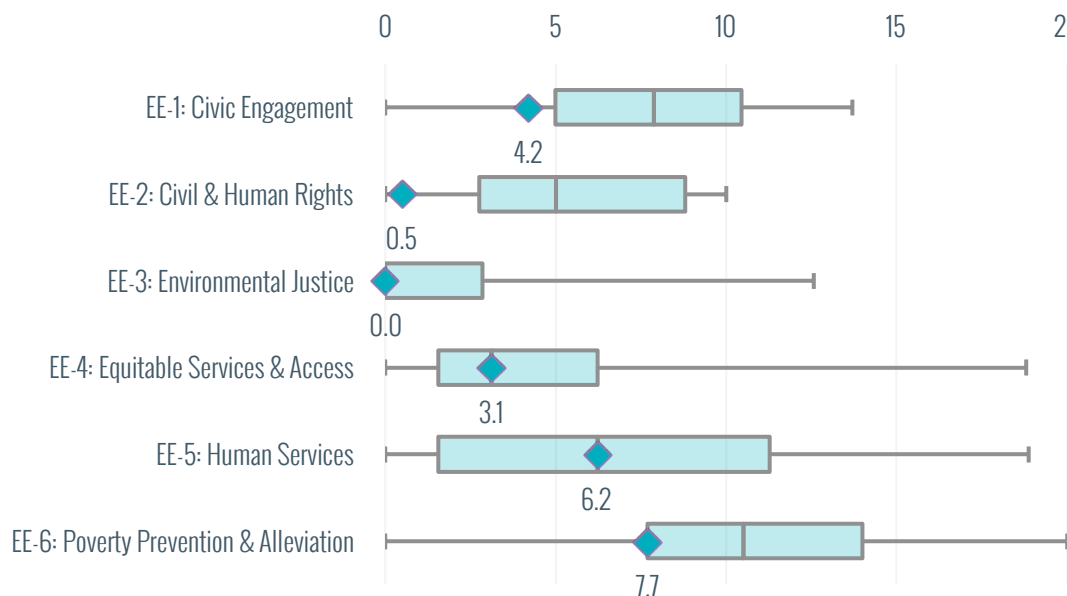
EQUITY & EMPOWERMENT

Comparative Analysis

The box-and-whisker graph below shows how St. Petersburg's Equity & Empowerment objective scores compare to those from other certified communities. This is a goal area that many communities struggle with, as the graph below shows, St. Petersburg is on the lower end out of all certified communities. St. Petersburg is in the bottom 25th percentile in EE-1: Civic Engagement and EE-2: Civil & Human Rights. Two objectives fell right at the median score, EE-4: Equitable Services & Access and EE-5: Human Services.



Graph 17: St. Petersburg's Equity & Empowerment total score in red, as compared to all Certified STAR Communities.



Graph 18: St. Petersburg's objective scores for Equity & Empowerment, as indicated by diamonds, overlaid on top of the combined percentile scores of all certified communities.





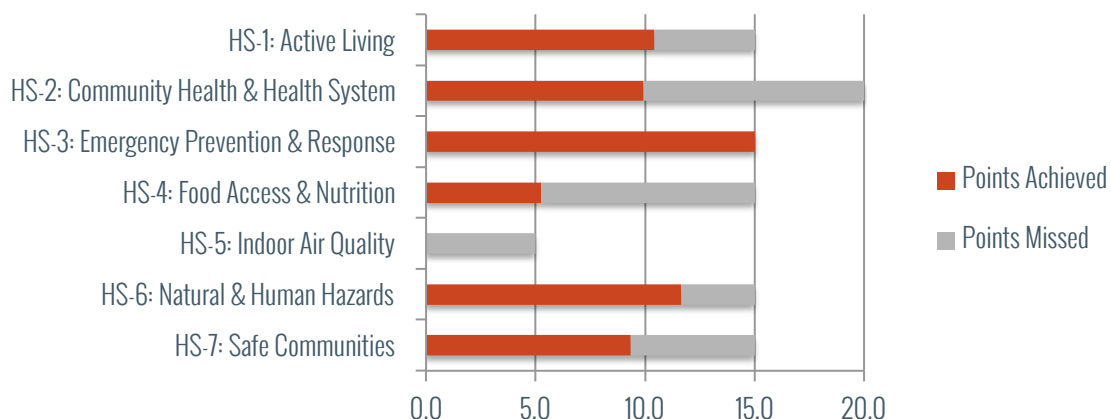
HEALTH & SAFETY

Overview

The seven objectives in STAR's Health & Safety goal area recognize that the development of healthy, safe, and resilient communities requires proactive efforts to prevent disease, injury, and premature death by fortifying protective factors and reducing risk factors that undermine healthy outcomes.

OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
HS-1	Active Living: Enable adults and kids to maintain healthy, active lifestyles by integrating physical activity into their daily routines	15
HS-2	Community Health & Health System: Achieve positive health outcomes and minimize health risk factors through a high quality local health care system that is accessible and responsive to community needs	20
HS-3	Emergency Prevention & Response: Reduce harm to humans and property by utilizing long-term preventative and collaborative approaches to avoid emergency incidents and minimize their impacts	15
HS-4	Food Access & Nutrition: Ensure that adults and children of all income levels have opportunities to learn about nutritious eating and have physical and economic access to fresh, healthful food	15
HS-5	Indoor Air Quality: Ensure that indoor air quality is healthy for all people	5
HS-6	Natural & Human Hazards: Reduce vulnerability to all hazards, secure critical infrastructure, and ensure that communities are prepared to effectively respond to and recover from crisis	15
HS-7	Safe Communities: Prevent and reduce violent crime and increase perceptions of safety through interagency collaboration and with residents as empowered partners	15

St. Petersburg achieved 61.6 out of 100 available points in the Health & Safety goal area. The City scored well in multiple objectives, including HS-1: Active Living, HS-3: Emergency Prevention & Response, and HS-6: Natural & Human Hazards.



Graph 19: St. Petersburg's Health & Safety performance by objective.





HEALTH & SAFETY

Objective Analysis

HS-1: ACTIVE LIVING

10.4/15 points

St. Petersburg met the STAR threshold in one of the two outcome measures, which ask communities to demonstrate that both adults and children are meeting national standards for activity. The City was just over of the 79% threshold, with 80% of adults reporting being active in the past month. No data was submitted to show an increase in active high school students.

Regulatory strategies are in place to ensure that mixed-use developments consider active building design and walking and biking amenities. One future action the City could take is developing a plan that focuses on active living.

HS-2: COMMUNITY HEALTH & HEALTH SYSTEMS

9.9/20 points

No credit was received in outcomes one and three, which requires the community to demonstrate top performer status for Health Outcomes and Clinical Care in the County Health Rankings. Partial credit was received in outcome two, Health Behaviors. St. Petersburg received full credit on the fourth outcome for having three top performing hospitals recognized by the Joint Commission in 2015.

The *Pinellas County Community Health Assessment* and the *Pinellas County Community Health Improvement Plan* are two key documents that inform local decision-making around health needs. In addition, the Healthy St. Pete Leadership Board plays an important role by setting goals and policies. To improve, the City could use a performance management system to track local health goals.

HS-3: EMERGENCY PREVENTION & RESPONSE

15/15 points

St. Petersburg's fire protection services are committed to protecting their citizens; this is seen in an *ISO Class 1* rating for superior fire protection. The City is also NIMS compliant and met the 90% STAR threshold for emergency response times.

The threat of hurricanes keeps St. Petersburg extra vigilant to ensure that residents are prepared for emergencies. The City has developed emergency management plans, participates in regional and statewide networks for emergency preparedness, and has trained over 300 individuals to be a part of the *Pinellas County Medical Reserve Corps*.

HS-4: FOOD ACCESS & NUTRITION

5.3/15 points

St. Petersburg did not submit data for the four outcome measures in HS-4. The measures ask communities to demonstrate an increase in local fresh foods sold at farmers markets, increased food security for both adults and children; increased food service sales of fresh fruits and vegetables in public schools; and increased residential proximity to stores selling fresh food.

There are several steps the City could take to improve in this objective, such as to conduct a comprehensive assessment of the local food system, establish a food policy council, and provide incentives to healthful food retailers that locate in underserved areas.





HEALTH & SAFETY

Objective Analysis, continued

HS-5: INDOOR AIR QUALITY

0/5 points

St. Petersburg did not submit data for either outcome measure, which require communities to address indoor air quality complaints within schools and the broader community. The City did not pursue any of the action measures either.

To improve, the City could implement common actions taken by other certified communities. These include prohibiting smoking in all enclosed public spaces, educating residents about the safe remediation of common indoor pollutants, and prohibiting smoking in multi-family buildings.

HS-6: NATURAL & HUMAN HAZARDS

11.6/15 points

The City identified flooding as the priority community-wide hazard and met the outcome requirement to demonstrate resiliency to this hazard. The City did not submit data for the other outcome that asks for resilience to be demonstrated for location-specific hazards.

Several actions have been implemented to address these hazards, including the *Pinellas County Local Mitigation Strategy* (updated in 2016), zoning to reduce the number of people in the Coastal High Hazard Area, and the investment of hundreds of millions of dollars in stormwater, wastewater, and other crucial infrastructure improvements.

HS-7: SAFE COMMUNITIES

9.3/15 points

St. Petersburg did not achieve the STAR thresholds for the first outcome, which requires communities to be below the following thresholds for violent crime rates:

- 5.5 homicides per 100,000 residents
- 70 incidents of rape or attempted rape per 100,000 residents
- 462.7 aggravated assaults per 100,000 residents

The City exceeded the threshold for the number of homicides and aggravated assault per 100,000 residents, but was below the STAR threshold for incidents of rape or attempted rape.

St. Petersburg was not able to achieve the second outcome either, which sets a school violence threshold of 10 incidents of violence per 1,000 students. The City currently has a rate of 19 incidents of violence per 1,000 students, which indicates that there is much work to be done in this area.

Positive actions that have been taken include the 2016 St. Petersburg Police Department, Neighborhood Police Survey, the community policing program *Park, Walk and Talk*, the *Not My Son* youth violence prevention program, and the engagement of over 3,000 individuals in the Police Athletic League.

HEALTH & SAFETY HIGHLIGHTS:

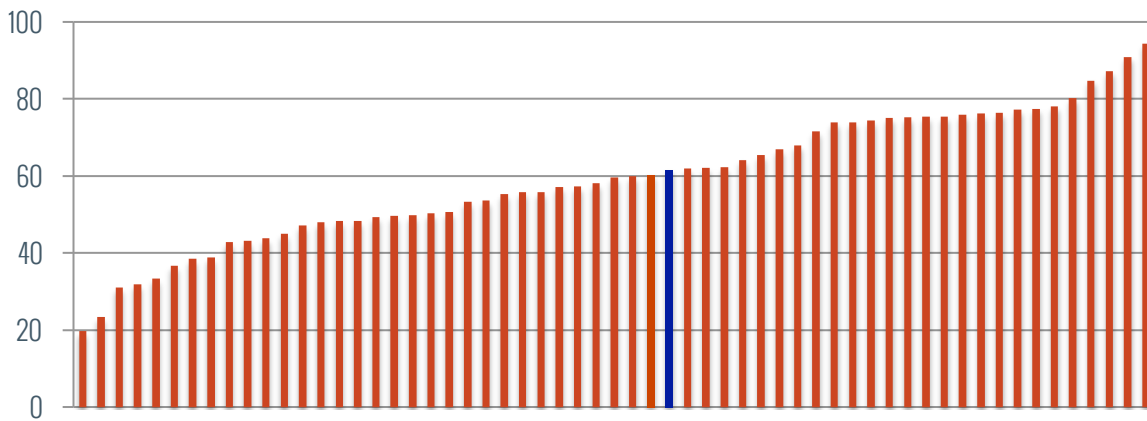
- *ISO Class 1* rating for superior fire protection
- Three hospitals recognized as top performing by the Joint Commission in 2015



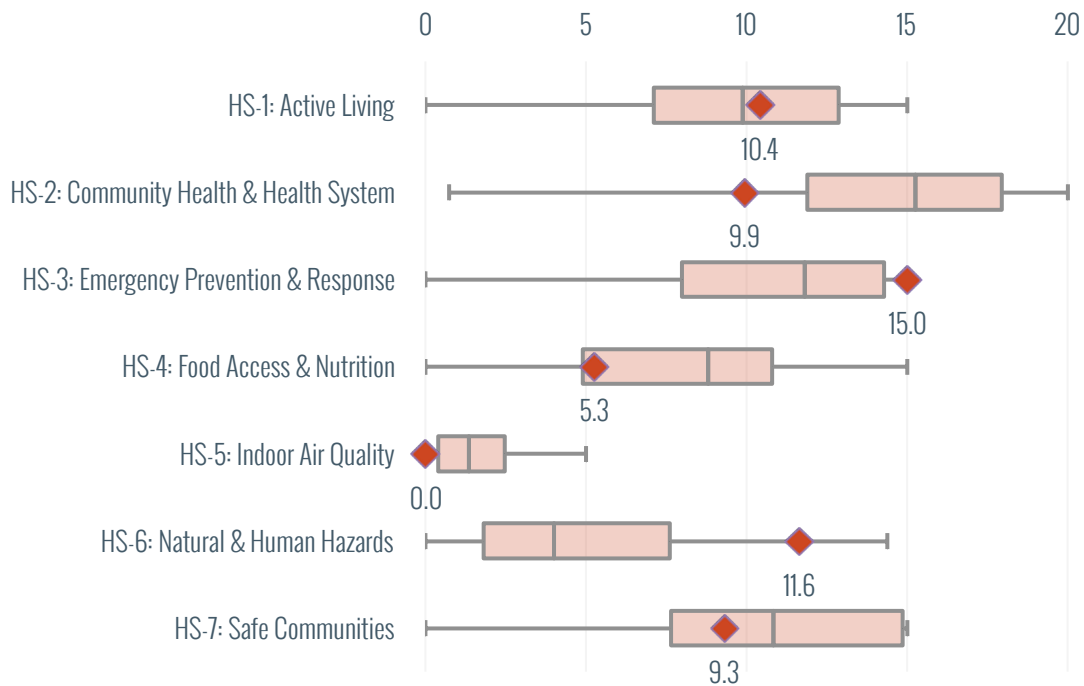


HEALTH & SAFETY Comparative Analysis

The graphs below show how St. Petersburg's Health & Safety total score and objective scores compare to those from other certified communities. Four objectives score fell in the bottom 50th percentile of scores; all of these represent opportunity for improvement. Two objectives fell in the top 25th percentile: HS-3: Emergency Prevention & Health and HS-6: Natural & Human Hazards.



Graph 20: St. Petersburg's Health & Safety total score in blue, as compared to all Certified STAR Communities.



Graph 21: St. Petersburg's objective scores for Health & Safety, as indicated by diamonds, overlaid on top of the combined percentile scores of all certified communities.





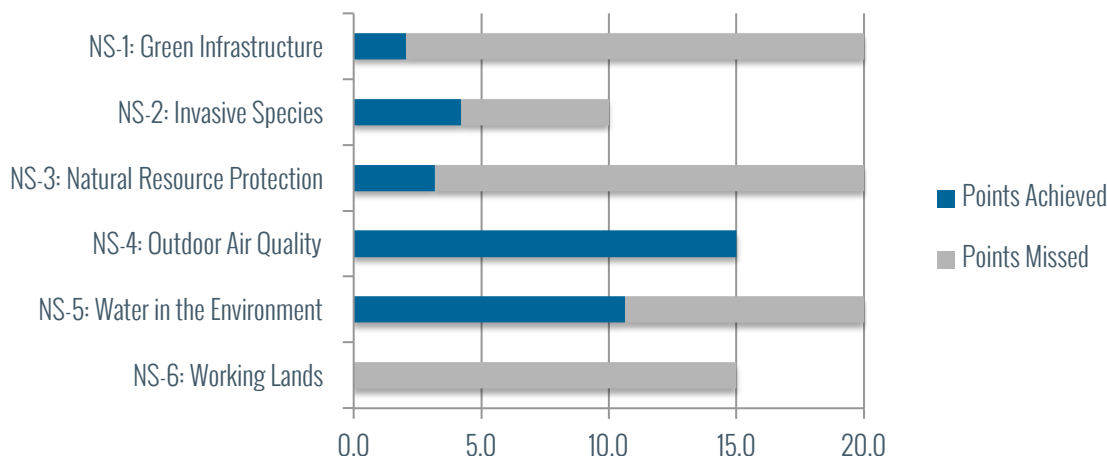
NATURAL SYSTEMS

Overview

The six objectives in the Natural Systems goal area help communities protect and restore the places that provide resources to support life. The goal area takes an ecosystem services approach and recognizes the wide range of benefits natural systems provide, such as food, water, and natural regulating processes affecting climate and floods.

OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
NS-1	Green Infrastructure: Design and maintain a network of green infrastructure features that integrate with the built environment to conserve ecosystem functions and provide associated benefits to human populations	20
NS-2	Invasive Species: Prevent and manage invasive species in order to restore and protect natural ecosystems and the benefits they provide	10
NS-3	Natural Resource Protection: Protect, enhance, and restore natural ecosystems and cultural landscapes to confer resilience and support clean water and air, food supply, and public safety	20
NS-4	Outdoor Air Quality: Ensure that outdoor air quality is healthy for all people and protects the welfare of the community	15
NS-5	Water in the Environment: Protect and restore the biological, chemical, and hydrological integrity of water in the natural environment	20
NS-6	Working Lands: Conserve and maintain lands that provide raw materials in ways that allow for sustained harvests and preserves ecosystem integrity	15

St. Petersburg achieved 35.1 of the 100 available points in Natural Systems goal area. The City received full credit in NS-4: Outdoor Air Quality and over half of the points in NS-5: Water in the Environment. All other objectives have plenty of opportunity for improvement.



Graph 22: St. Petersburg's Natural Systems performance by objective.





NATURAL SYSTEMS

Objective Analysis

NS-1: GREEN INFRASTRUCTURE

2.1/20 points

St. Petersburg did not submit data for the two outcome measures, which ask communities to demonstrate that 35% of the City's land area provides a green infrastructure benefit and that 85% of residents live within a ½-mile walk distance from a green infrastructure feature.

The City received credit on one action measure, the conservation element of the 2016 Comprehensive Plan. To improve, the City could partner with community groups to implement proper green infrastructure practices, utilize green infrastructure in public spaces and buildings, and encourage green infrastructure wherever possible during the review of development projects.

NS-2: INVASIVE SPECIES

4.2/10 points

St. Petersburg did not receive credit for the three outcomes. The measures ask communities to demonstrate efforts to prevent, contain, and eradicate invasive species.

However, steps have been taken to ensure invasive species are controlled in St. Petersburg. These actions include a local policy that prohibits the sale or planting of invasive species, as well as requires the removal of invasive species as a part of certain rehabilitation projects, and volunteer efforts at Boyd Hill Nature Preserve. One action the City could take is to develop a community-wide invasive species integrated pest management plan.

NS-3: NATURAL RESOURCE PROTECTION

3.2/20 points

St. Petersburg did not submit data in the four outcome measures for NS-3. The outcomes ask communities to demonstrate preservation targets for natural areas; achieve no net loss of wetlands, streams, or shoreline buffers; establish connections between existing natural areas; and restore priority natural areas.

To improve further, the City could work with regional partners to address vulnerable natural resources, conduct educational and outreach events to increase ecological literacy, restore or maintain natural areas, and create a land conservation advisory board. The City did receive innovation credit for its Tampa Bay Estuary Program partnership (see page 38 for more information).

NS-4: OUTDOOR AIR QUALITY

15/15 points

St. Petersburg met the outcome requirements that require communities to achieve attainment or maintenance status for all measured criteria pollutants. The thresholds are set by the EPA and are for pollutants such as lead, carbon monoxide, ozone, nitrogen dioxide, sulfur dioxide, and particulate matter.

The city's current regional partnerships and efforts to improve multi-modal systems, like the Cross-Bay Ferry and Bikeshare programs, will help the city remain in attainment. However, regional systems play a key role.





NATURAL SYSTEMS

Objective Analysis, continued

NS-5: WATER IN THE ENVIRONMENT

10.6/20 points

St. Petersburg did not submit data for any of the four outcome measures, which ask communities to meet thresholds for hydrological integrity, chemical integrity-usability, biological integrity, or chemical integrity-pollutants of local water bodies.

The City works to address the health of the waterways through regulations and partnerships. One of these partnerships is the Interlocal Agreement (ILA) between Pinellas County, the Florida Department of Transportation, and various Pinellas County municipalities that addresses nonpoint source pollution. To improve, the City could adopt a watershed management plan and incentivize developers to protect and restore watershed areas.

NS-6: WORKING LANDS

0/15 points

The outcome measures ask communities to demonstrate an increase in farms that have certified sustainable harvests and an increase in working lands using BMPs. City staff determined that this objective does not apply to St. Petersburg due to a lack of working lands in the community.

NATURAL SYSTEMS HIGHLIGHTS:

- St. Petersburg is in attainment or maintenance status for all measured criteria pollutants

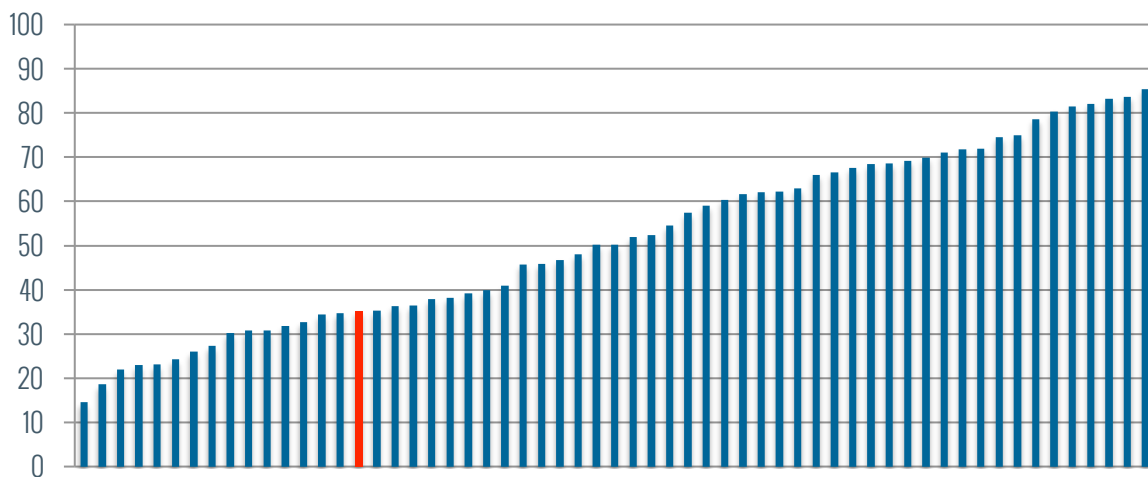




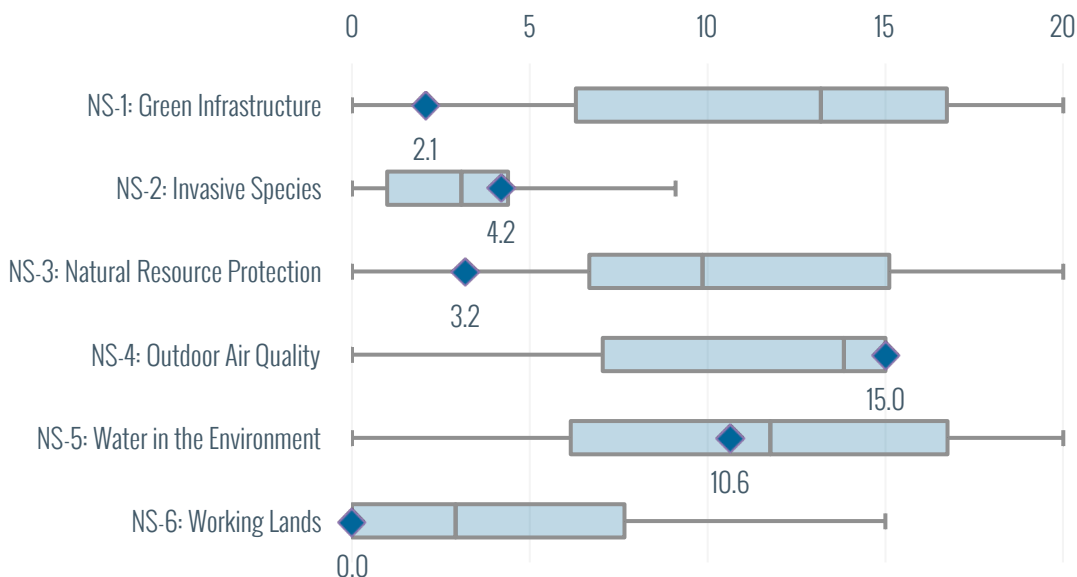
NATURAL SYSTEMS

Comparative Analysis

The graphs below show how St. Petersburg's Natural Systems total score and objective scores compare to those from other certified communities. St. Petersburg scored in the bottom 25th percentile in NS-1: Green Infrastructure, NS-3: Natural Resource Protection, and NS-6: Working Lands. The City is in the top 50th percentile in NS-2: Invasive Species and NS-4: Outdoor Air Quality.

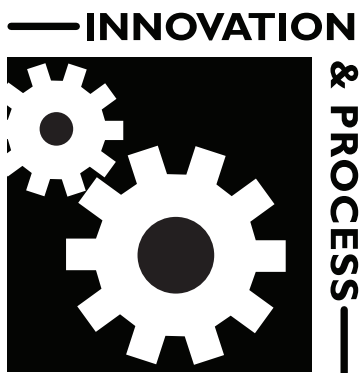


Graph 23: St. Petersburg's Natural Systems total score in red, as compared to all Certified STAR Communities.



Graph 24: St. Petersburg's objective scores for Natural Systems, as indicated by diamonds, overlaid on top of the combined percentile scores of all certified communities.





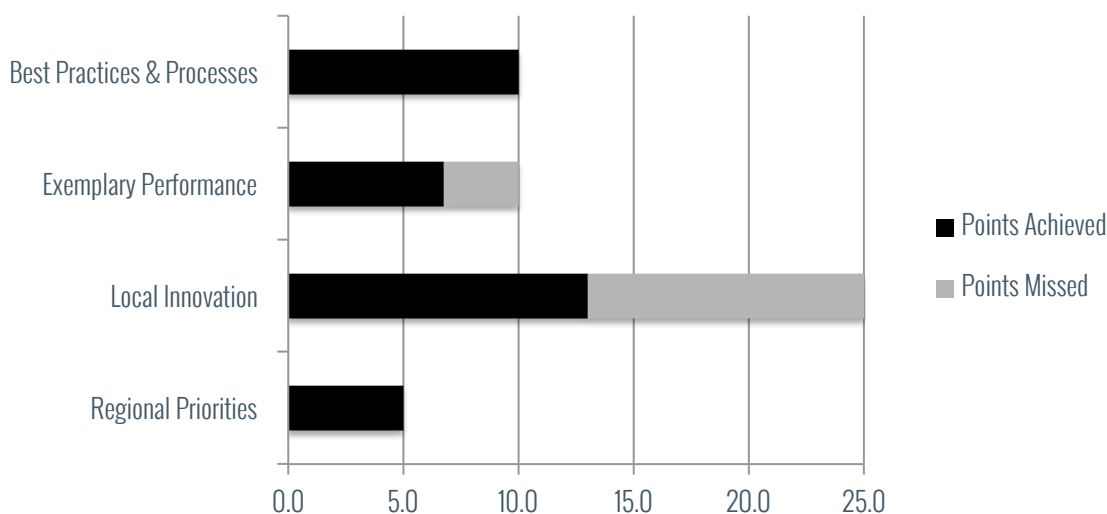
INNOVATION & PROCESS

Overview

The Innovation & Process category is an avenue for discovering emerging and leading edge practices that communities are implementing to improve sustainability outcomes.

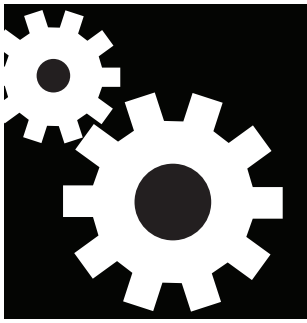
OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
IP-1	Best Practices & Process: Recognize important local government practices and processes that underpin the implementation of sustainability measures and accelerate community-scale achievement across STAR goal areas	10
IP-2	Exemplary Performance: Reward performance in community level outcome measures that significantly exceeds the evaluation criteria established by the existing STAR Community Rating System	10
IP-3	Local Innovation: Encourage and reward creative, effective approaches to enhancing a community's environmental, social and/or economic sustainability not reflected in existing STAR objectives or evaluation measures	25
IP-4	Regional Priorities: Encourage coordinated regional action on the sustainability issues of greatest importance to the region in which the jurisdiction resides	5

St. Petersburg achieved 34.8 of the 50 available points by receiving over half or full credit in all four categories.



Graph 25: St. Petersburg's Innovation & Process scores.





INNOVATION & PROCESS

Objective Analysis

IP-1: BEST PRACTICES & PROCESS

10/10

IP-1 looks for best practices and innovative strategies in comprehensive planning, public engagement, and codes and ordinances. St. Petersburg received credit for the Comprehensive Plan and its broad impact on the City's STAR certification.

The City also received credit for its commitment to public engagement. The City has used input from public engagement on comprehensive planning processes and to target spending on specific projects.

IP-2: EXEMPLARY PERFORMANCE

6.8/10 points

IP-2 aims to reward communities for going above and beyond the national standards required by the STAR outcome measures. St. Petersburg received credit for exemplary performance in two objectives:

- HS-3: Emergency Prevention and Response, for a Class I ISO rating; and
- EAC-1: Arts & Culture, for having 99% of the adult population of the city attend a performing arts event, more than double the required 35%.

IP-3: LOCAL INNOVATION

13/25 points

The intent of IP-3 is for communities to submit new or innovative evaluation measures and methodologies that could eventually fit into the STAR framework.

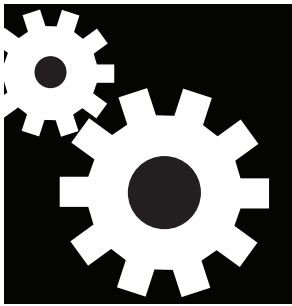
St. Petersburg received partial credit for the submission of five new action measures and one outcome measure. Several of the measures relate to work that is being done around the Tampa Bay, including the Tampa Bay Watch and the Tampa Bay Estuary Program. The City also received credit for an action to "Consider Social, Environmental, and Governance Factors in Investment Decision-Making."

IP-4: REGIONAL PRIORITIES

5/5 points

St. Petersburg received full credit for IP-4, which asks communities to submit examples of regional collaboration. The City submitted the Cross-Bay Ferry Pilot; the intent of the Pilot Ferry Service project is to provide data to understand whether a ferry service can be sustained in the future for the Tampa Bay region, an area that is in need of a regional transportation solution.

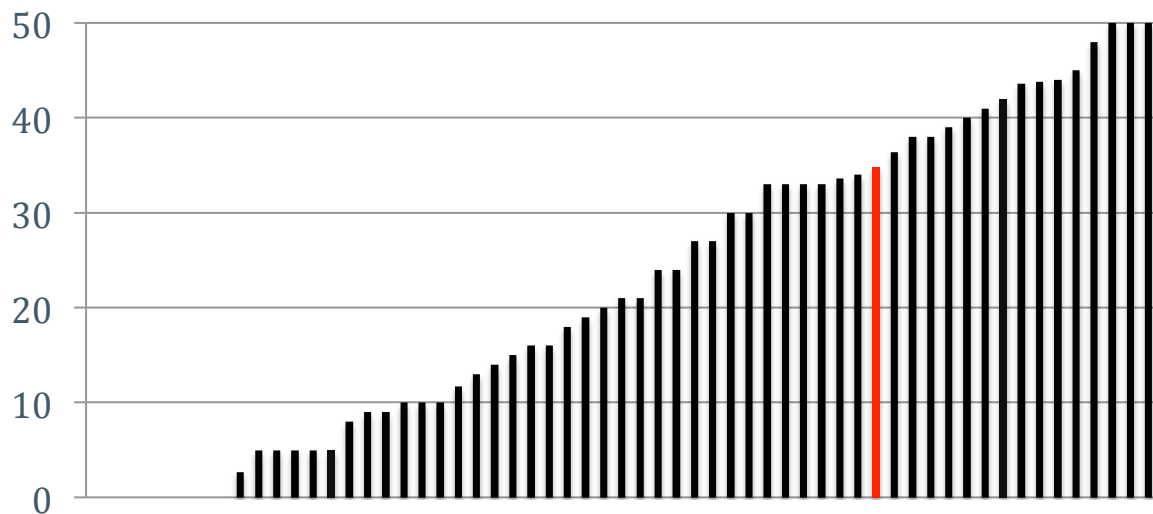




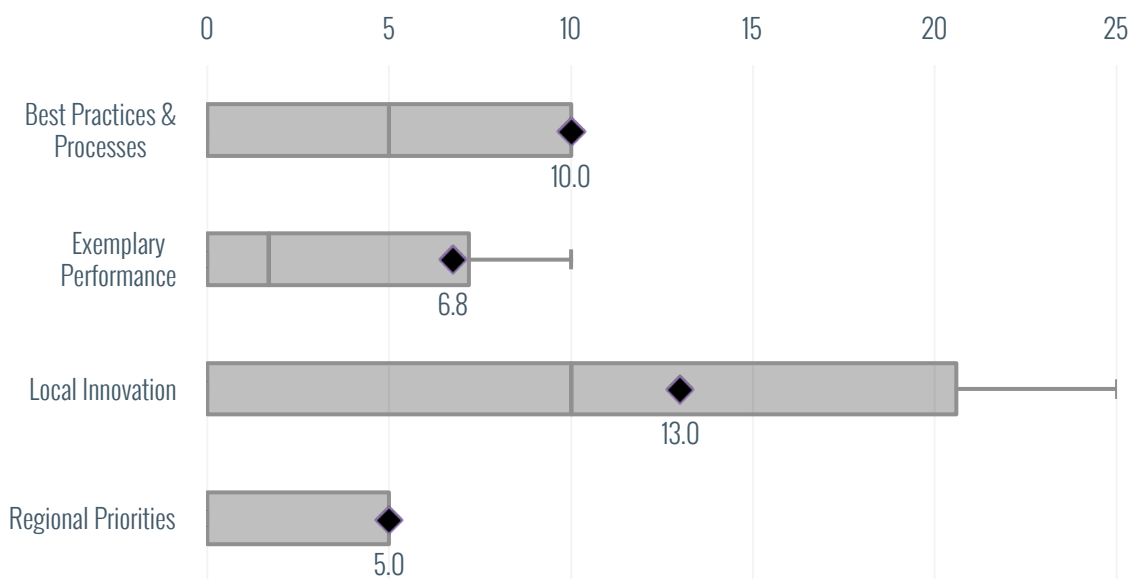
INNOVATION & PROCESS

Comparative Analysis

The graphs below show how St. Petersburg's Innovation & Process scores compare to those from other certified communities. St. Petersburg falls in the top half of all certified communities.



Graph 26: St. Petersburg's Innovation & Process total score in red, as compared to all Certified STAR Communities.



Graph 27: St. Petersburg's Innovation & Process scores, as indicated by diamonds, overlaid on top of the combined percentile scores of all certified communities.



NEXT STEPS

Certification isn't the end of St. Petersburg's STAR Journey. The results of the assessment should provide insight to the current state of sustainability and ideas for improvement and next steps.

BENEFITS OF STAR CERTIFICATION

Communities join STAR for mainly reasons and report a variety of benefits from STAR Certification. These can help to communicate the value of STAR Certification and provide ideas for how to use St. Petersburg's STAR rating going forward.

Communities who achieve certification under the STAR Community Rating System are:

- Aligning local plans and priorities with a national sustainability framework
- Strengthening local metrics
- Demonstrating a commitment to data-driven performance management
- Increasing transparency and accountability through public-facing reporting
- Gaining competitive advantage and attract funding
- Catalyzing action in implementing solutions and best practices for sustainability
- Communicating resilience and risk management to municipal bond agencies
- Integrating health and equity into existing sustainability or environmental efforts
- Strengthening civic, university, and governmental partnerships throughout the community
- Building and branding a culture of local sustainability
- Improving sustainability communication and education
- Identifying gaps and prioritize future investment
- Celebrating local progress and achieve national recognition

STRATEGIES FOR IMPROVEMENT

In order to improve a STAR Rating, STAR Communities recommends that the local government perform either a gaps analysis or a strengths, weaknesses, opportunities and threats (SWOT) analysis. Some tips for how to start:

1. Look at the objectives with lower scores.
2. Ascertain why points were missed. Some possibilities:
 - a. The data wasn't available.
 - b. The data was available, but had not been tracked for long enough to demonstrate a trend line.
 - c. The data was available, but did not meet the STAR trend line or threshold requirement.
 - d. The outcome wasn't a community priority for reporting.
 - e. Didn't have GIS analysis capability or another required skillset to complete the analysis.
 - f. Couldn't find the correct data holder.
3. Prioritize measures for future tracking based upon existing community plans and needs assessments.
4. Identify opportunities for future actions, such as new policies or programs.
5. Develop a plan and timeline for the new actions and measures.
6. Develop community working groups or committees to assist in implementation, or task a green team or other existing sustainability group with aiding in implementation.
7. Consider embedding STAR metrics into annual reports, plans, and local government decision-making processes.



ACKNOWLEDGMENTS

The STAR Community Rating System measures community-wide sustainability; thus, achieving STAR certification takes support and input from across the community. The certification effort was led by the local government but required collaboration with many partners. The City would like to acknowledge the following community leaders and partner organizations for their support and hard work to make St. Petersburg a more sustainable, healthier, inclusive, and prosperous community.

Honorable Mayor Rick Kriseman Deputy Mayor Dr. Kanika Tomalin

City Council

Charlie Gerdes	District 1
James Kennedy	District 2
Ed Montanari	District 3
Darden Rice	District 4
Steve Kornell	District 5
Karl Nurse	District 6
Lisa Wheeler-Bowman	District 7
Amy Foster	District 8

City Staff

Sharon Wright	Sustainability Manager
Cate Lee	Planner
Barbara Grilli	Purchasing Manager
Michael Hernandez	GIS, Computer Systems Coordinator
Brian Caper	Economic Development Analyst
Chris Claus	Water Conservation Coordinator
Dr. Gary Cornwell	City Administrator
Kevin King	Chief of Staff
Benjamin Kirby	Communications Director
Sally Everett	Legislative & Intergovernmental Affairs Director
David Flintom	Mayor's Action Center
Mike Dove	Neighborhood Affairs Director
Reverend Kenneth Irby	Community Intervention Director
Dave Goodwin	Planning & Economic Development Director
Derek Kilborn	Urban Design & Historic Preservation Manager
Amber Boulding	Emergency Management Specialist
Asst. Chief James Previtera	Assistant Police Chief
Barbara Stalbird	Nature Preserve Supervisor
Briana Ozor	Economic Development Analyst
Brittany McMullen	Planner
Carlos Frey	Sr. Professional Engineer
Chandrasa Srinivasa	City Clerk Director
Cheryl Stacks	Transportation Manager



City Staff, continued

Chief Anthony Holloway
Chief Dean Adamides
Chris Guella
Cliff Smith
Corey Malyszka
Elizabeth Abernathy
Evan Mory
Helen Rhymes
India Williams
Jack Crooks
Jessica Eilerman
Joshua Johnson
Kathryn Younkin
Kim Brasher
Kim Hinder
Kristen Mory
Kyle Simspon
Larry Frey
Leah McRae
Lendel Bright
Leslie Ward
Lucas Cruse
Lynn Gordon
Martin Sorrentino
Michael Frederick
Michael Jefferis
Nikki Gaskin-Capehart
Noah Taylor
Phil Whitehouse
Rick Dunn
Rick Smith
Robert Gerdes
Robert Turner
Sherry McBee
Stacie Lehman
Stephanie Lampe
Steven Marshall
Susie Ajoc
Thomas Whalen
Tom Gibson
Wayne Atherholt

Chief of Police
Chief Emergency Management and Fire Administration
Human Resources Director
Social Services Planning Manager
Deputy Zoning Official
Zoning Official
Transportation & Parking Management Director
Social Services Specialist
Cultural Affairs Development Assistant
Sanitation Support Services Coordinator
Small Business Liaison
Housing & Community Development Director
Deputy Zoning Official
Recreation Supervisor
Historic Preservationist
Labor Relations Manager
Regional Transportation Planner
Historic Preservationist
Director of Education & Community Engagement
ADA & Diversity Coordinator
GIS, Utility Customer Service
Bicycle Pedestrian Coordinator
Recreation Programs Manager
Capital Projects Coordinator
Neighborhood Transportation Manager
Parks & Recreation Director
Urban Affairs Director
CRS Coordinator
Parks & Field Operations Superintendent
Building Official

Codes Compliance Director
Environmental Sanitation Services
Leisure Services Administrator
Human Resources Analyst
Sr. Housing Development Coordinator
Energy & Sustainability Manager
Community Services Director
Regional Transportation Planner
Engineering Design Manager
Cultural Affairs Director



Community Organizations

2020 Plan Task Force
Career Source Pinellas
Chamber of Commerce
Chamber of Commerce Sustainability Committee
Chart 411
Council of Neighborhood Associations (CONA)
Greenhouse
Mayor's Bicycle & Pedestrian Advisory Committee
Pinellas County Urban League
Sierra Club
St. Petersburg Sustainability Council
Tampa Bay Estuary Program
Tampa Bay Watch

STAR Communities

Lacey Shaver
Kristi Wamstad-Evans

Community Engagement Manager
Technical Director

Global Green USA

Walker Wells
Krista Frank

Director, Green Urbanism Program
Green Urbanism Program Assistant

