STAR Certification Results Report

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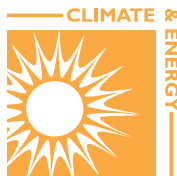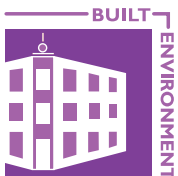### December 2016

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STAR COMMUNITIES

SUSTAINABILITY TOOLS FOR ASSESSING & RATING COMMUNITIES

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.
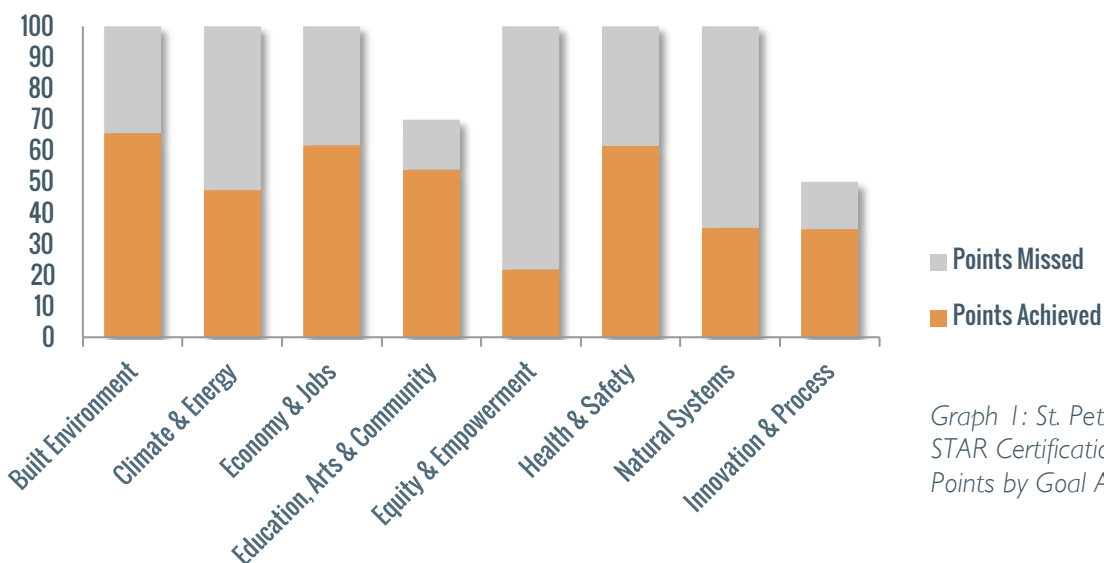
Overview of St. Petersburg's Score

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 case, 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
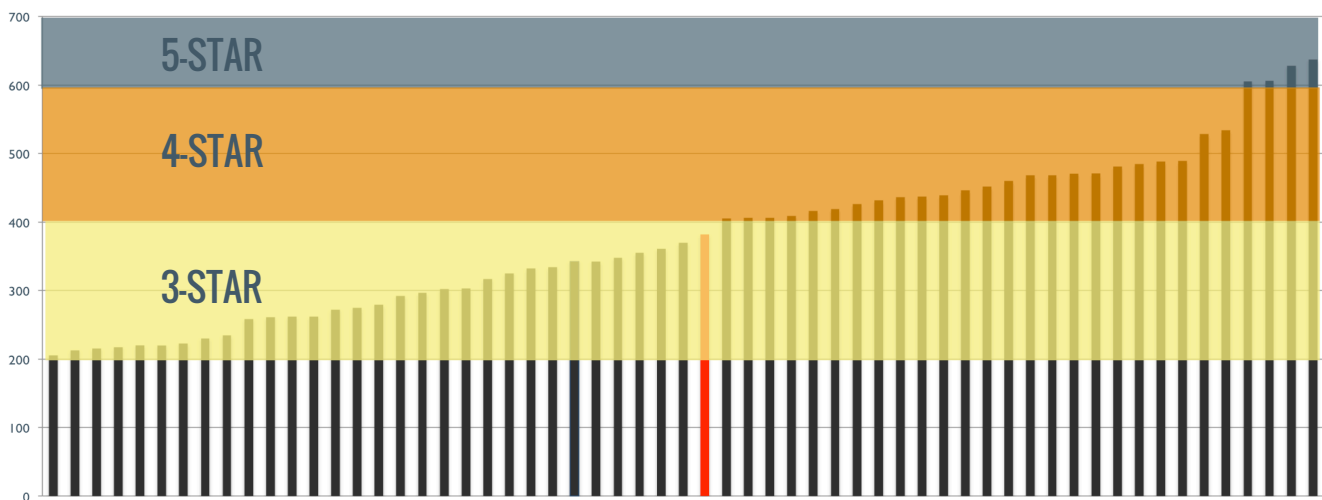- Seattle, WA

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.
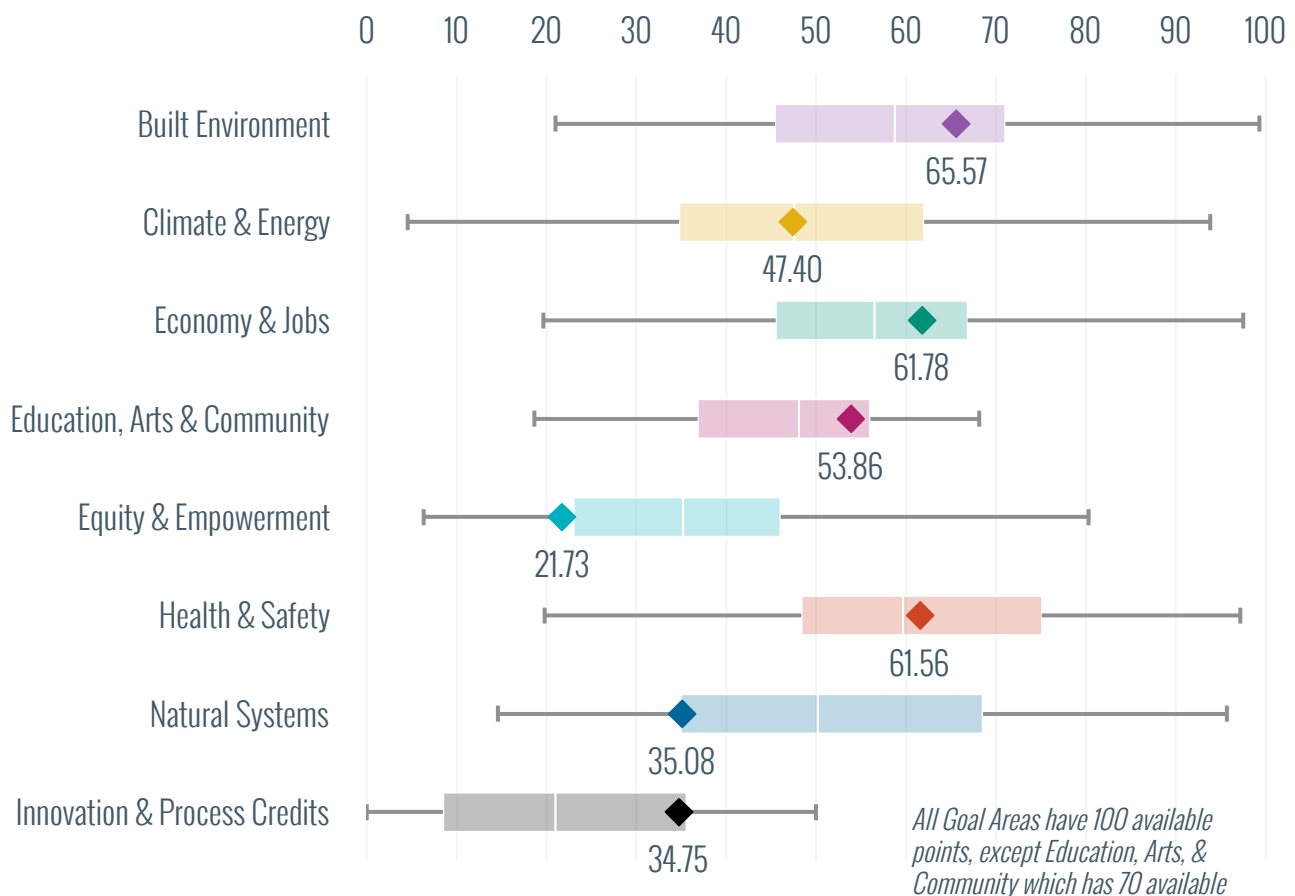
Comparative Analysis of St. Petersburg's Score

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.
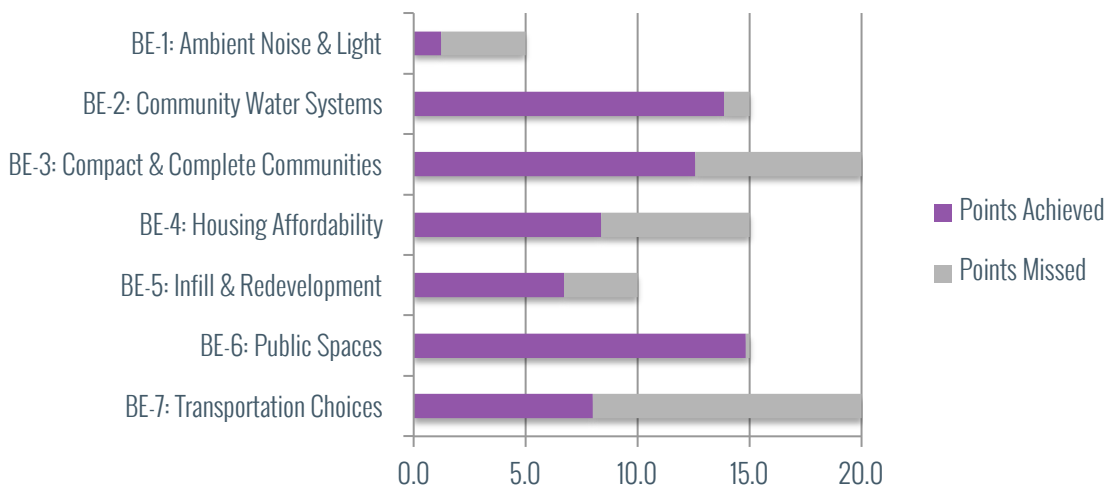
BUILT ENVIRONMENT
Overview

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 choose 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 that 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
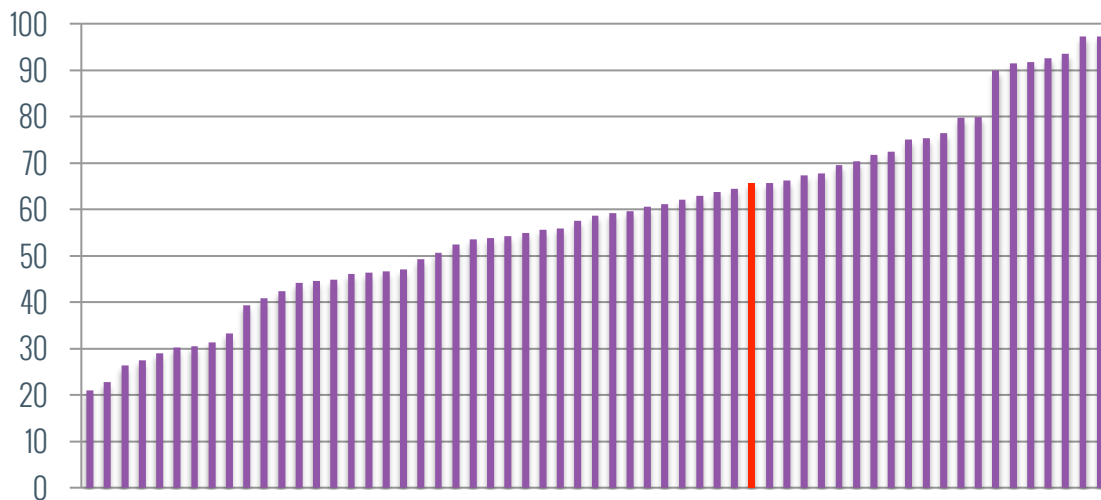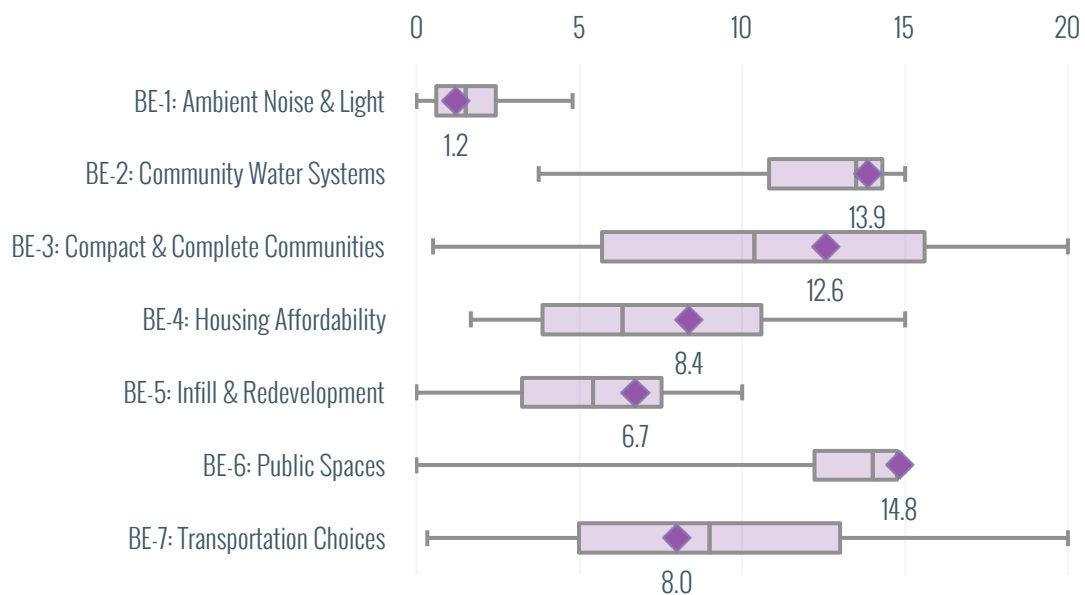- 189% increase in non-residential development in designated areas

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.
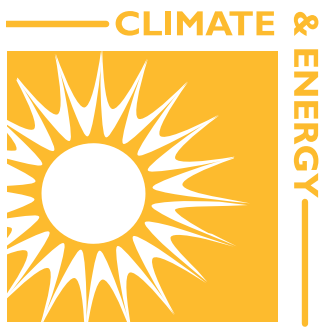

Graph 5: St. Petersburg's Built Environment total score in red, as compared to all Certified STAR Communities.

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.
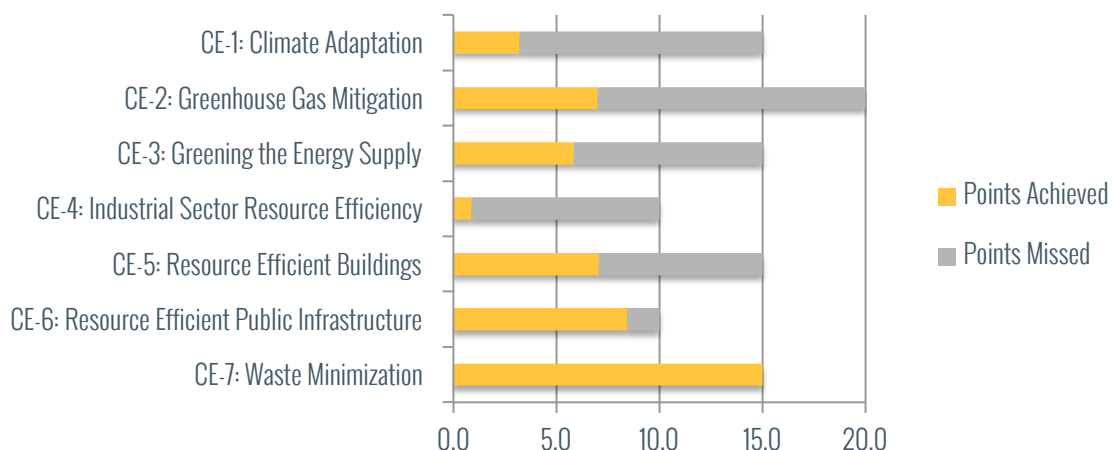
CLIMATE & ENERGY
Overview

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.
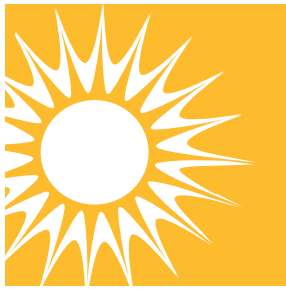
OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
CE-1	**Climate Adaptation:** Strengthen the resilience of communities to climate change impacts on built, natural, economic, and social systems	15
CE-2	**Greenhouse Gas Mitigation:** Achieve greenhouse gas emissions reductions throughout the community	20
CE-3	**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.
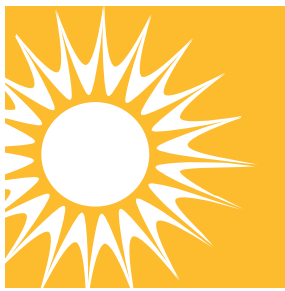
CE-4: INDUSTRIAL SECTOR RESOURCE EFFICIENCY
0.9/10 points

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.

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.
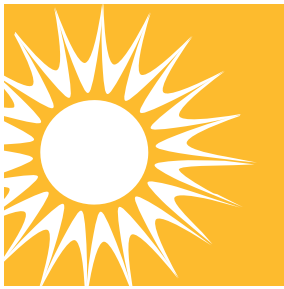
CE-7: WASTE MINIMIZATION
15/15 points

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.

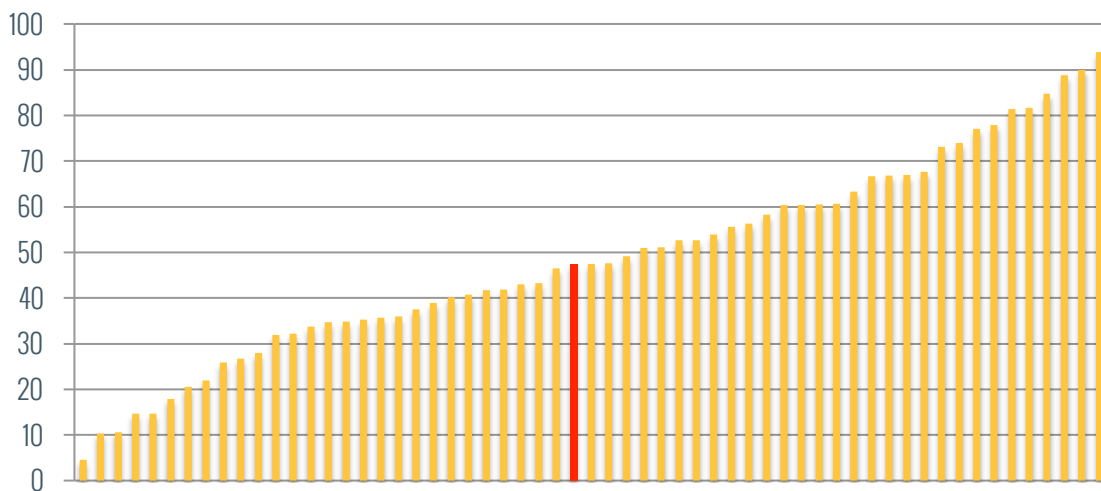## CLIMATE & ENERGY HIGHLIGHTS:

- 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
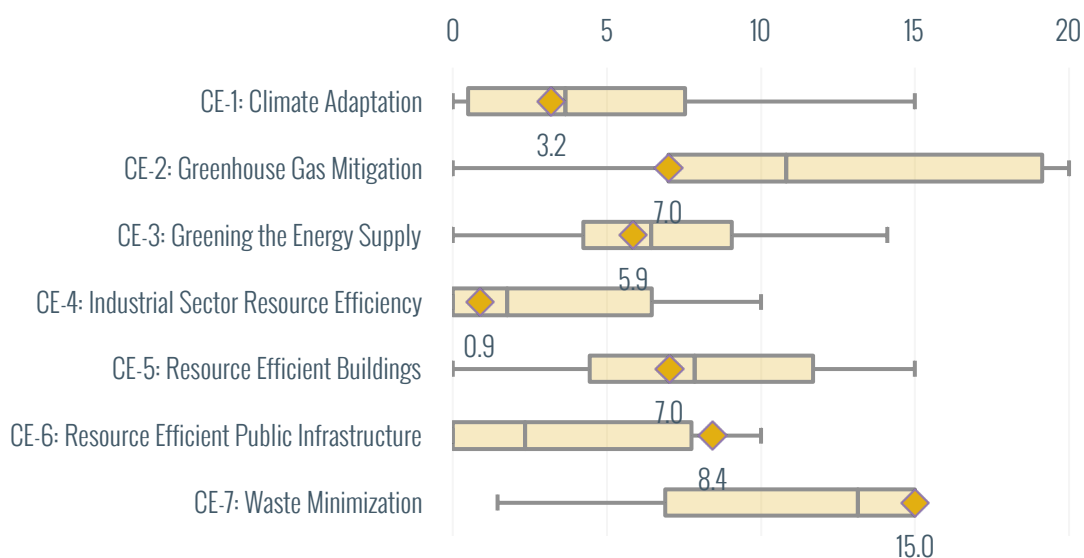
CLIMATE & ENERGY
Comparative Analysis

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.
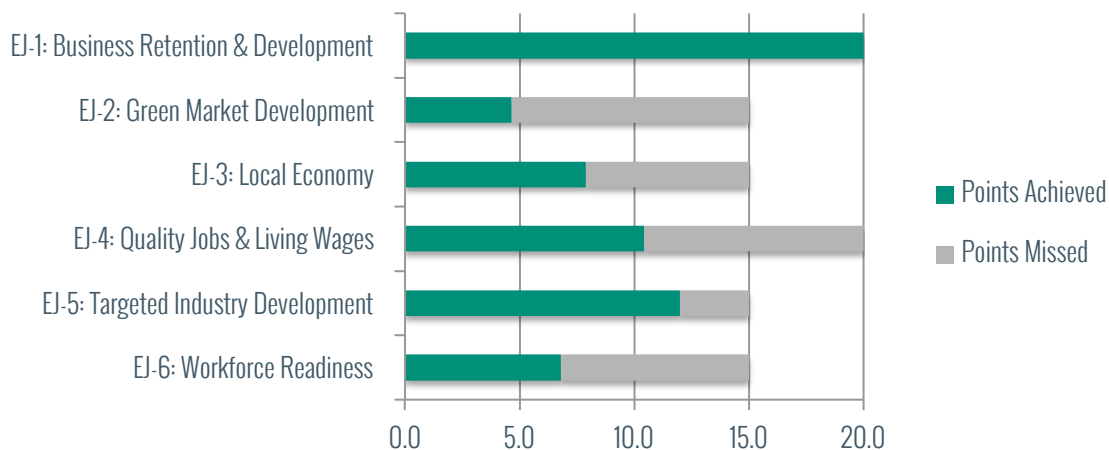
ECONOMY & JOBS
Overview

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.
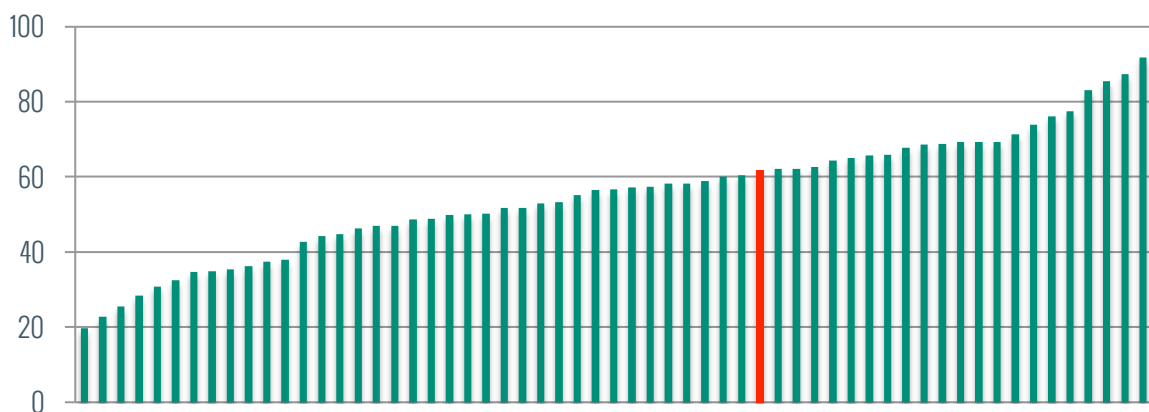
ECONOMY & JOBS HIGHLIGHTS:

- 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
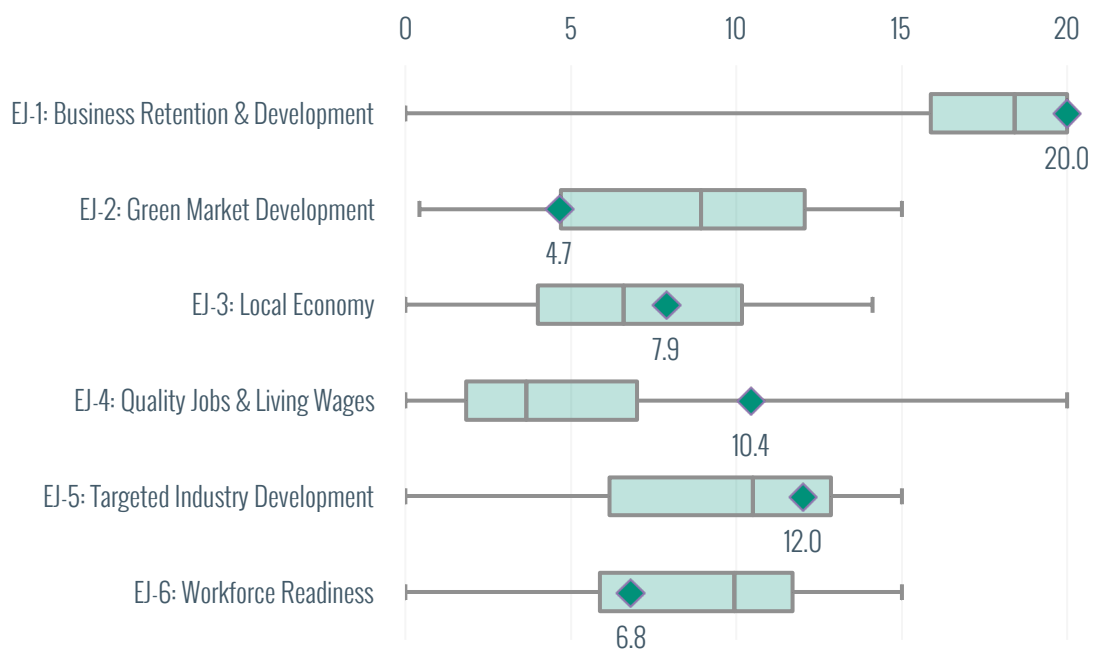- 2.6% increase in real median household income from 2000 to 2015

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.
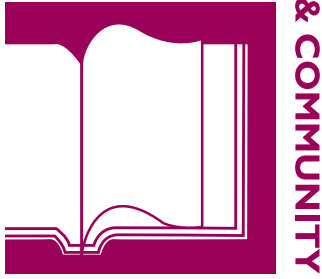

Graph 11: St. Petersburg's Economy & Jobs total score in red, as compared to all Certified STAR Communities.

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 be 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
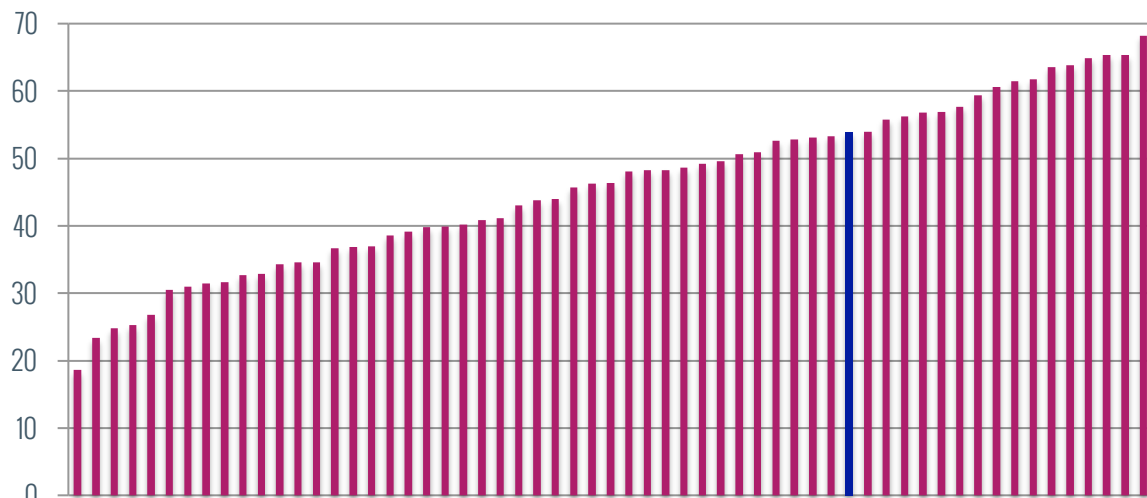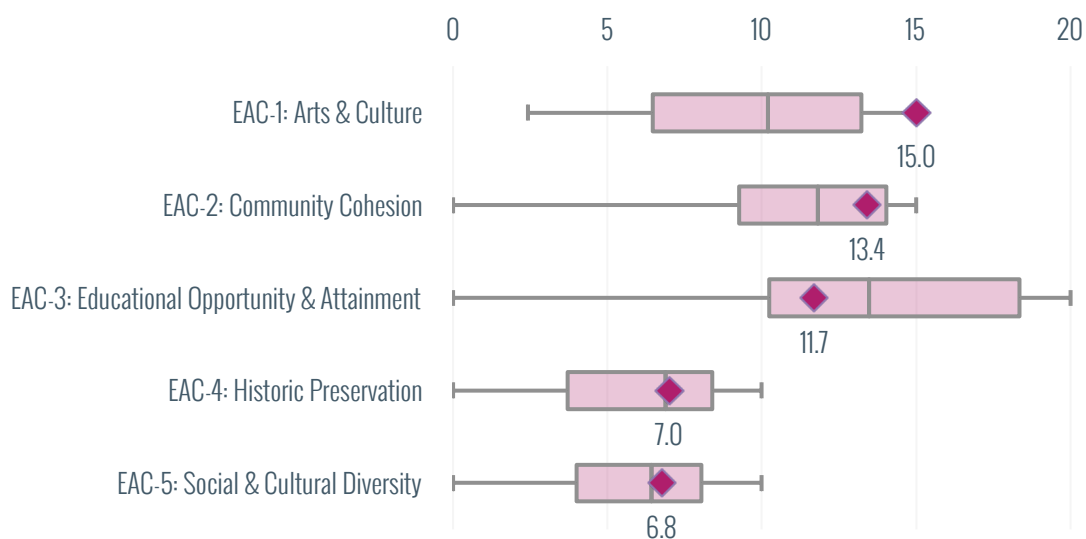- 83% of residents live within one mile of a community venue

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.
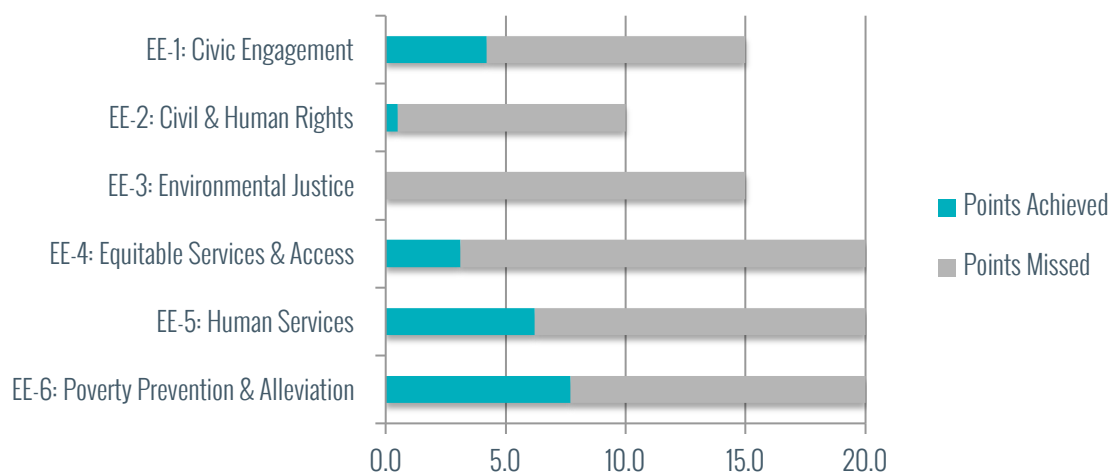
EQUITY & EMPOWERMENT
Overview

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*
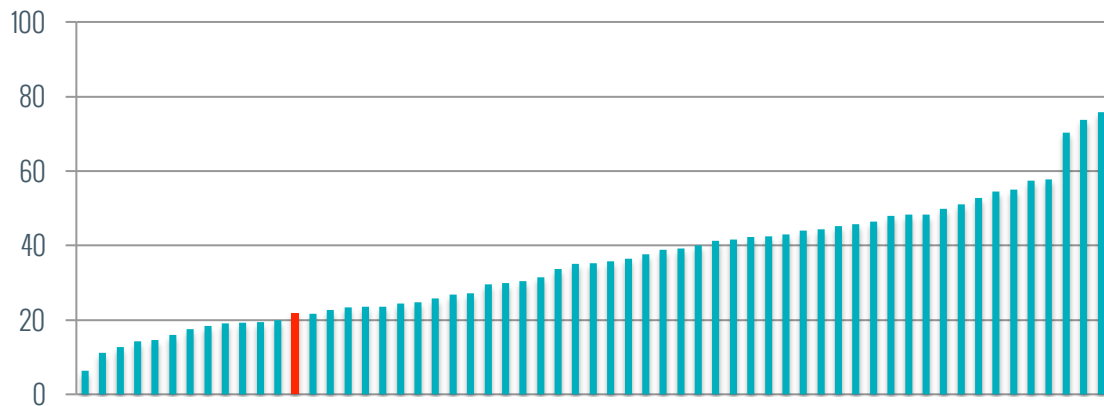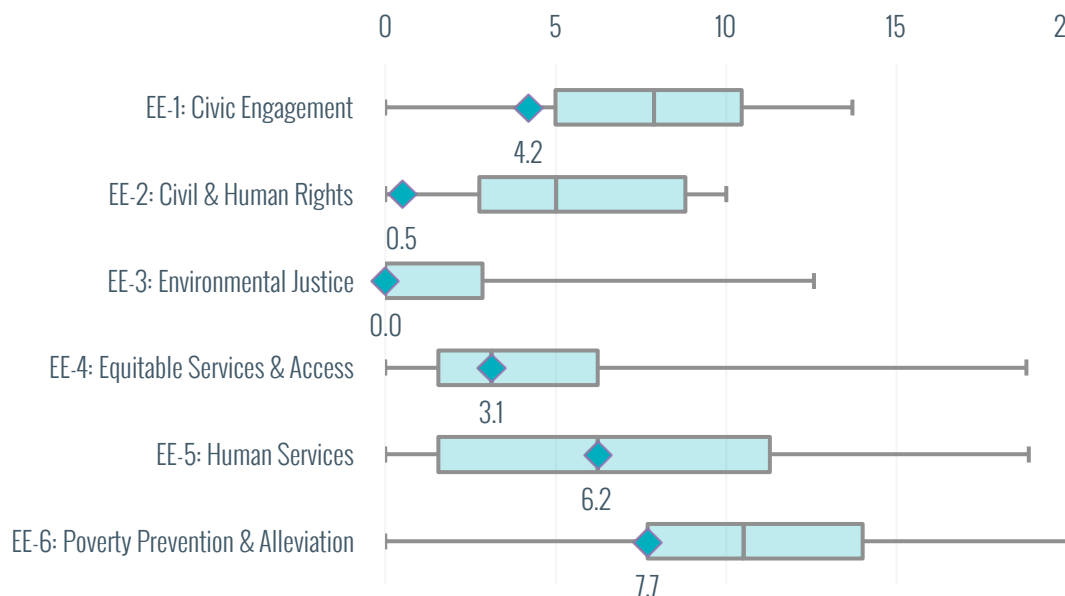
EQUITY & EMPOWERMENT
Comparative Analysis

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.
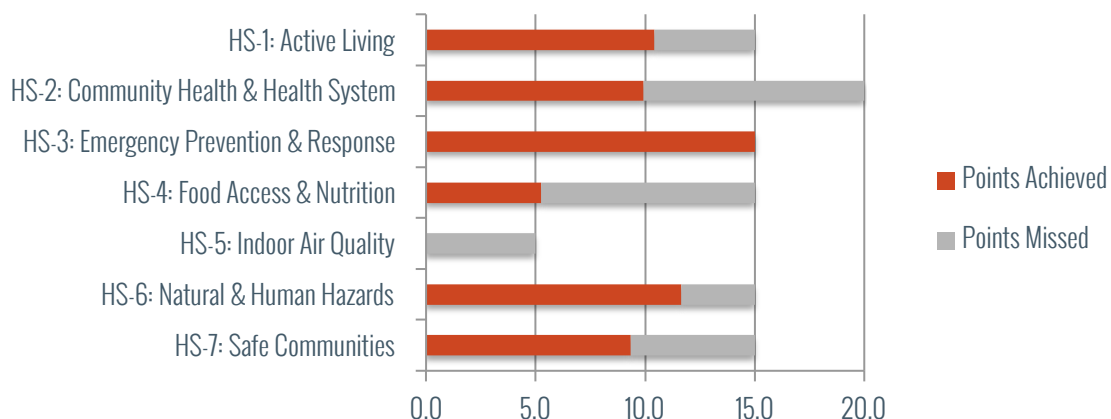
HEALTH & SAFETY
Overview

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 I* 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.

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 theses 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.
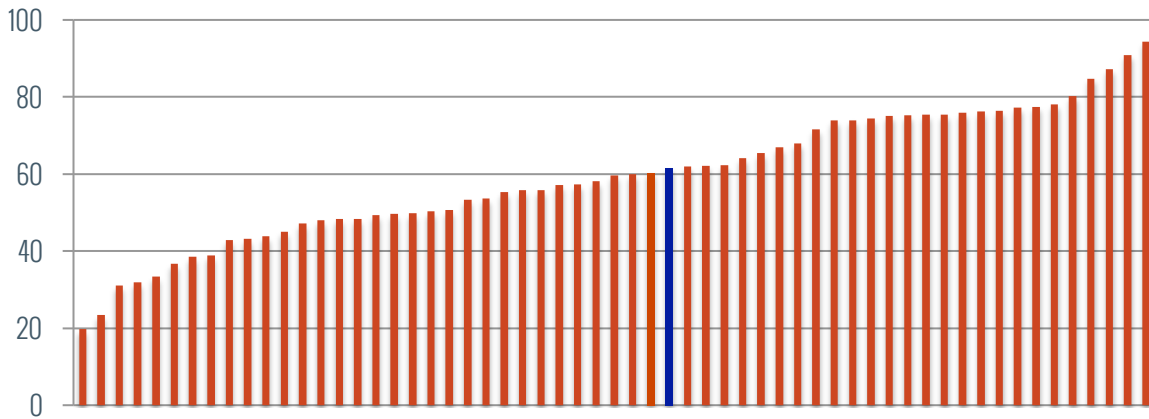
HEALTH & SAFETY HIGHLIGHTS:

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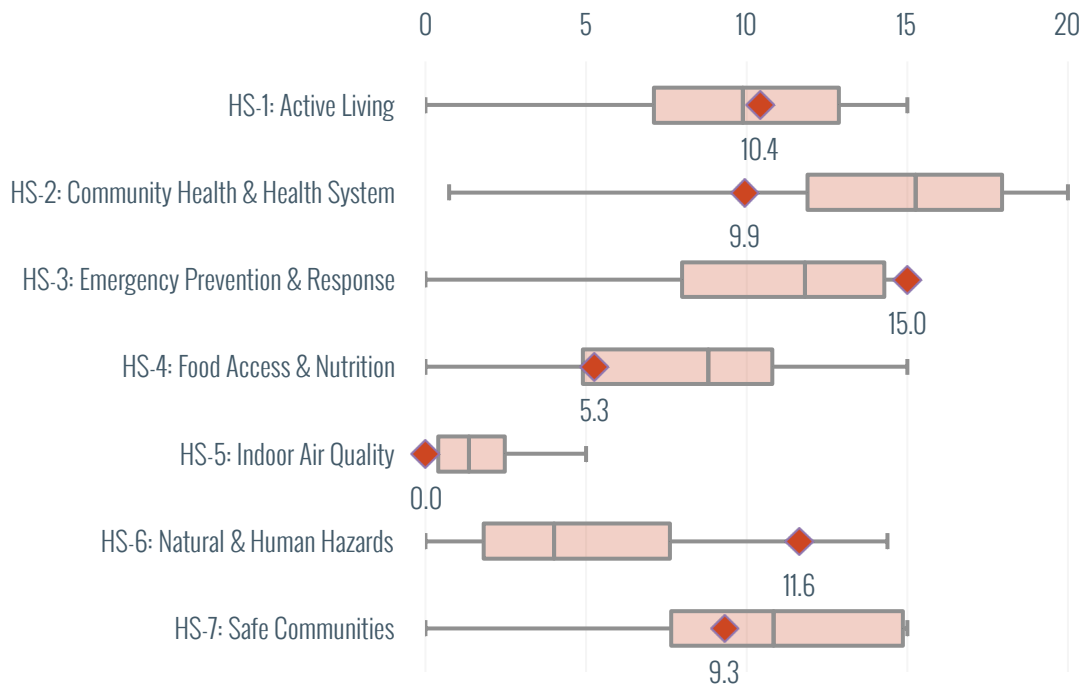
HEALTH & SAFETY
Comparative Analysis

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
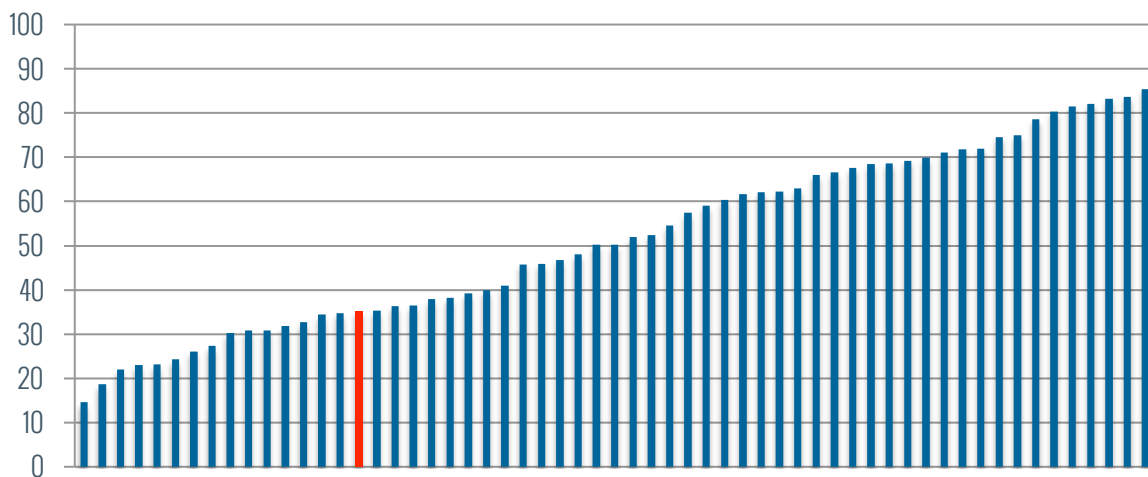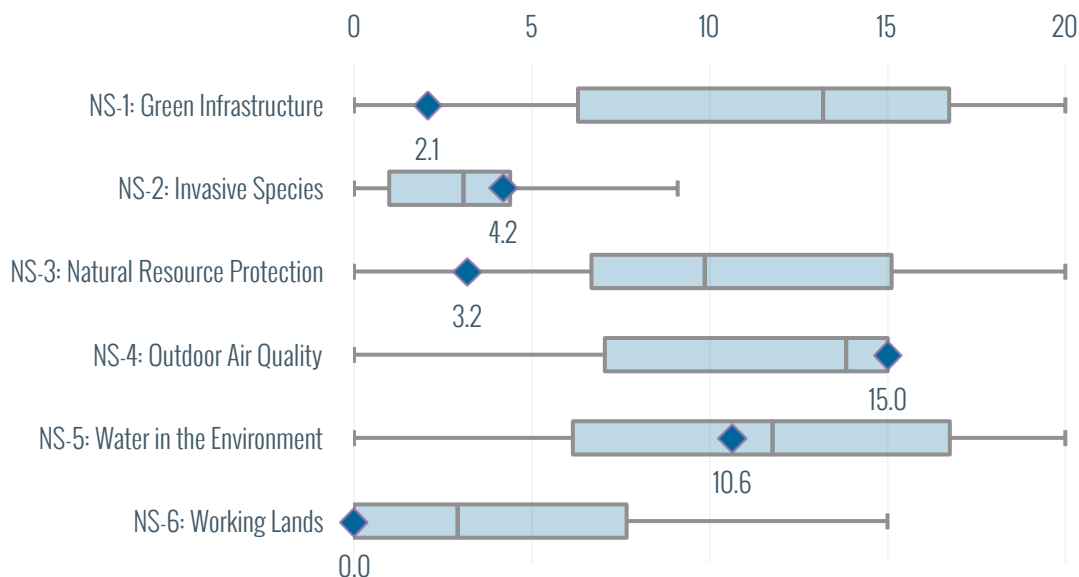
NATURAL SYSTEMS
Comparative Analysis

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.
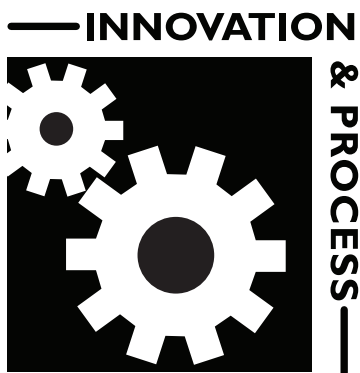

Graph 23: St. Petersburg's Natural Systems total score in red, as compared to all Certified STAR Communities.

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.
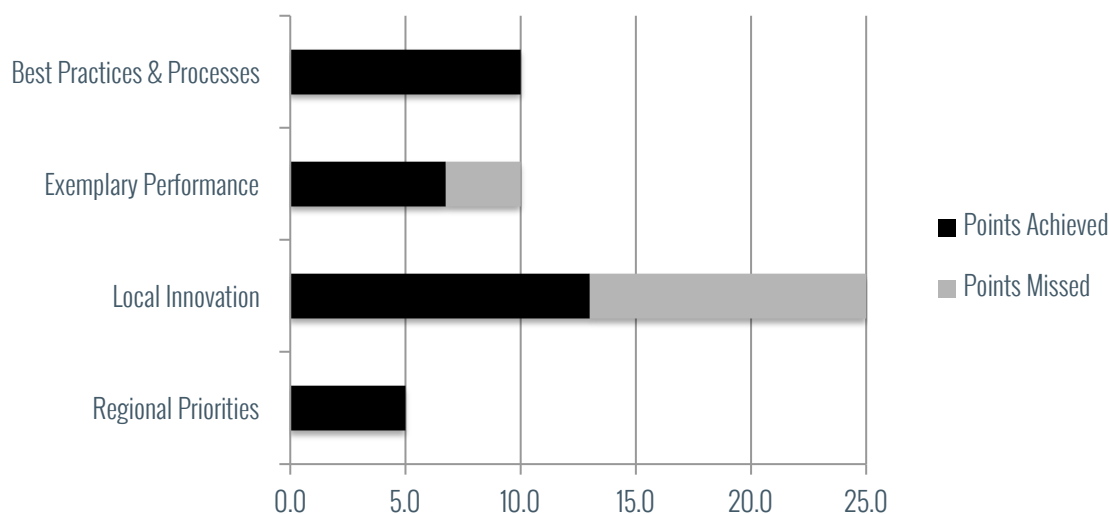
INNOVATION & PROCESS
Overview

The Innovation & Process category is an avenue for discovering emerging and leading edge practices that communities are implementing to improve sustainability outcomes.
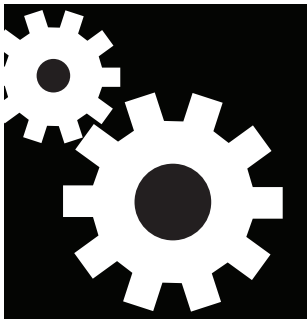
OBJECTIVE	PURPOSE & INTENT	AVAILABLE POINTS
IP-1	**Best Practices & Process:** Recognize important local government practices and processes that underpin the implementation of sustainability measures and accelerate community-scale achievement across STAR goal areas	10
IP-2	**Exemplary Performance:** 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 Class1 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.
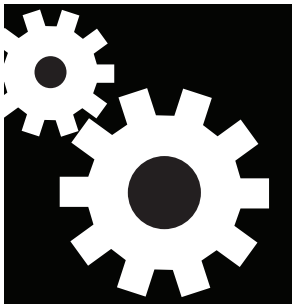
St. Petersburg received partial credit for the submission of five new action measures and one outcome measure. Several of the measures relate to work that is being done around the Tampa Bay, including the Tampa Bay Watch and the Tampa Bay Estuary Program. The City also received credit for an action to "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
Chandrahasa Srinivasa	City Clerk Director
Cheryl Stacks	Transportation Manager

City Staff, continued

Chief Anthony Holloway	Chief of Police
Chief Dean Adamides	Chief Emergency Management and Fire Administration
Chris Guella	Human Resources Director
Cliff Smith	Social Services Planning Manager
Corey Malyszka	Deputy Zoning Official
Elizabeth Abernathy	Zoning Official
Evan Mory	Transportation & Parking Management Director
Helen Rhymes	Social Services Specialist
India Williams	Cultural Affairs Development Assistant
Jack Crooks	Sanitation Support Services Coordinator
Jessica Eilerman	Small Business Liaison
Joshua Johnson	Housing & Community Development Director
Kathryn Younkin	Deputy Zoning Official
Kim Brasher	Recreation Supervisor
Kim Hinder	Historic Preservationist
Kristen Mory	Labor Relations Manager
Kyle Simspon	Regional Transportation Planner
Larry Frey	Historic Preservationist
Leah McRae	Director of Education & Community Engagement
Lendel Bright	ADA & Diversity Coordinator
Leslie Ward	GIS, Utility Customer Service
Lucas Cruse	Bicycle Pedestrian Coordinator
Lynn Gordon	Recreation Programs Manager
Martin Sorrentino	Capital Projects Coordinator
Michael Frederick	Neighborhood Transportation Manager
Michael Jefferis	Parks & Recreation Director
Nikki Gaskin-Capehart	Urban Affairs Director
Noah Taylor	CRS Coordinator
Phil Whitehouse	Parks & Field Operations Superintendent
Rick Dunn	Building Official
Rick Smith	
Robert Gerdes	Codes Compliance Director
Robert Turner	Environmental Sanitation Services
Sherry McBee	Leisure Services Administrator
Stacie Lehman	Human Resources Analyst
Stephanie Lampe	Sr. Housing Development Coordinator
Steven Marshall	Energy & Sustainability Manager
Susie Ajoc	Community Services Director
Thomas Whalen	Regional Transportation Planner
Tom Gibson	Engineering Design Manager
Wayne Atherholt	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   Community Engagement Manager
Kristi Wamstad-Evans   Technical Director

Global Green USA

Walker Wells   Director, Green Urbanism Program
Krista Frank   Green Urbanism Program Assistant