

City of New Rochelle

TO: Honorable Mayor and Council

THRU: Charles B. Strome III, City Manager

FROM: Michael W. Freimuth, Development Commissioner and Deborah Newborn, Sustainability Coordinator

RE: Implementation Plan for GreeNR Short Term Recommendations

DATE: July 15, 2011

The Chart below outlines actions to be taken over the course of the next three years to implement the Short Term Recommendations of GreeNR's 43 Initiatives. No action is required on the part of the City Council at this time. This memorandum is for informational purposes only.

The Chart includes a very general evaluation of costs and savings. Precise estimates will depend upon the specific actions developed to implement the Initiatives. As with all City appropriations, the Council would be able to judge the merit of any expenditure in the context of competing priorities and general economic conditions.

The City Departments responsible for implementation of each Initiative are listed in bold print under each Initiative.

ENERGY & CLIMATE

#	Name of Initiative	Short Term Recommendation by Year	Estimated Financial Impact
1.1	Green Building Standards Sustainability Buildings Development Law	2011: Enforce Building Code Affidavits. 2012: Review State Energy regulations to determine if City wishes to adopt more stringent requirements. If yes, begin development of lighting efficiency standards and roofing recommendations. 2013: Codify City's intent to conduct LEED cost-benefit analysis for public buildings.	None
1.2	Exterior Lighting Efficiency Public Works Development	2011: Municipal exterior lighting audit is underway to determine most favorable upgrade option. 2012: Begin replacement of exterior lights.	Net Savings
1.3	Municipal Building Efficiency Public Works Sustainability Purchasing	2011: Begin implementation of energy audit recommendations at Police/Court Building. 2012: Begin implementation of energy audit recommendations at City Hall. 2013: Consider application of white paint to suitable municipal roofs.	City's share of project is \$1,206,000 funded through NYPA loan program. Estimated annual energy savings through 15 yr. loan term is \$195,000. Estimated annual debt service for 15 yr. period is \$100,000. Net annual savings of approximately \$100,000.
1.4	Green Fleet Public Works Sustainability Purchasing	2011- 2013: Inventory City fleet to the degree practical to determine fuel consumption patterns and life expectancy of each vehicle. Begin rolling replacement with more fuel-efficient alternatives at end of useful life.	Net savings with amount dependent upon marginal cost, if any, of energy efficient models, quantity of fuel savings, price of fuel, and financing method.
1.5	Renewable Energy Generation Buildings Public Works Sustainability Law Create public-private task force to assist and advise.	2013: Examine renewable energy technologies appropriate for New Rochelle and consider amendments to zoning code to facilitate private renewable energy generation.	None
1.6	GreeNR Seal	2012: Develop GreeNR Seal standards for residences and businesses.	None

	Sustainability Buildings Marketing Create public-private task force to assist and advise.	2013: Promulgate GreenNR Seal standards and establish mechanism for conferring GreenNR Seals.	
1.7	Mid & High Rise Building Campaign Buildings Sustainability Marketing Create public-private task force to assist and advise.	2011: Continue 32B] Green Supers Training Programs in New Rochelle. 2012-13: Publicize NYSERDA and Con Edison Multi-family energy saving programs. [Recommendation #2 to create database will be reconsidered in the medium term to see if it is feasible.]	None
1.8	Efficiency & Conservation Loans Finance Sustainability	2011-2012: Monitor developments at State level concerning general program structure. 2013: If State law provides authority, enlist local lenders to create a conservation loan program. If there is interest by lenders, develop two year pilot program pilot.	None

RESOURCE CONSERVATION & WASTE REDUCTION

2.9	Municipal Building Waste Reduction Public Works Sustainability Marketing MIS	2011: Create inter-departmental "Green Teams." 2012: Determine current waste materials and volumes. Evaluate internal practices and encourage BMPs. 2013: Identify any additional recyclable materials and install additional collection stations, if appropriate.	Net Savings
2.10	Residential Recycling Campaign Public Works Sustainability Marketing	2012: Develop educational campaign to promote recycling. Work with school green teams. 2012-2013: Increase frequency of warning and violation notice issuance.	Net Savings
2.11	Public Area Recycling Public Works Parks & Recreation	2012: If grant money is obtained, launch pilot program in three parks (D'Onofrio, Davenport, Pinebrook) to collect bottles and cans every other week. Evaluate program operation and cost. 2013: Identify key public areas with high volumes of solid	Net Cost. Amount dependent upon scope of program and the availability of grants. Program is scalable based on resources.

		waste generation. Analyze cost of public area recycling versus disposal savings.	
2.12	Municipal Green Purchasing Purchasing Sustainability	2012: Select one or two products or services for green purchasing alternatives and adopt administrative regulations to implement. 2013: Select additional products or services for green purchasing alternatives and adopt regulations to implement.	Unknown. Administration not obligated to proceed if cost differentials are deemed unreasonable.
2.13	Water Use & Wastewater Reduction Public Works Development Buildings	2012-2013: Select standard Green water fixture replacements and replace as current units fail. Evaluate if savings in high use locations warrant immediate replacement. Clarify and improve developer funded I&I obligations. 2013: Consider efficiency regulations for high-water businesses.	None
2.14	Household Composting Public Works Sustainability Marketing	2011- 2012: Research composting programs and bins and develop recommendations for local household composting. 2012: Launch educational campaign to encourage household composting.	Minor Net Savings
2.15	Regional Composting Study Public Works	2012-2013: Meet with other municipalities and County regarding locations and feasibility of establishing a composting facility. 2013: Evaluate outsourcing the operation to local companies vs. funding the staff and equipment internally.	Unknown. Depends upon land acquisition and start-up costs (if any), nature of any public-private partnership, savings in waste disposal costs and revenue from compost sale. Implementation unlikely in short term.

ECOLOGY, BIODIVERSITY & PUBLIC HEALTH

3.16	Sound, Lake & Stream Water Quality Public Works	2011 – Prepare 2012 budget for consulting funds and develop spec for environmental consultant. 2012- Coordinate with P&R and WCHD to determine lakes and streams most impacted by pollution.	Net cost. Physical improvements likely dependent upon grants, regional partnerships, or incorporation into long-term capital budget.
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	Parks & Recreation	2013 - Begin implementation of maintenance program if resources permit, prioritize remedial efforts based on cost and benefit gained.	
3.17	Habitat & Open Space Preservation Development	2012: Prepare Inventory for open space assets. 2013: Determine any sites for ROS zoning and conservation easements. Evaluate and possibly amend open space provisions of zoning and building code.	None
3.18	Urban Forestry Public Works Development Sustainability Marketing	2011-12: Develop comprehensive tree planting survey and multi-year program for tree planting. 2012-2013: Incorporate recommendations into City policies and launch fundraising campaign.	Net Cost, however, funding for tree survey already allocated by City Council through tree fund.
3.19	Flood Control & Mitigation Public Works Development	2012: Evaluate impact of new development regulations to incorporate storm water detention systems. Seek grants for previously identified storm water deficiencies. 2012-2013: Continue support for regional storm water and assessment districts. Consider amendments to local codes and educational measures to facilitate permeable pavement use and to reduce run-off. Evaluate cost and benefits of public "green infrastructure."	None
3.20	Rain Gardens Public Works Parks & Recreation Sustainability	2012: Develop guidelines identifying suitable locations and plantings for municipal rain gardens. Evaluate cost and potential outside funding sources for rain gardens. 2013: Consider modification to the adopt-an-island program. Begin creation of new rain gardens as resources permit. Encourage private creation of rain gardens.	Net cost. Precise scale depends upon the size, features and location of recommended rain gardens, and on the availability of in-kind donation of services and vegetation and grants.
3.21	Green Lawn & Garden Care Sustainability Buildings Marketing Public Works Parks & Recreation	2012-13: Develop lawn care guidelines and launch educational campaign. Consider employing recommended practices on public land. Evaluate possible improvements in property maintenance code.	None

3.22	Idling Prevention Sustainability Public Works Police	2011: Continue anti-idling educational campaign in partnership with School District. Amend local law to be consistent with County regulations. 2012: Generate anti-idling policy for all staff. Commence enforcement of anti-idling restrictions.	None
3.23	GreeNR Walking Guides Marketing Parks & Recreation Create public-private task force to assist and advise.	2012: Devise and map walking routes; schedule phased rollout. 2013: Begin rollout. Encourage formation of walking groups, with web-based tracking of progress.	None
3.24	Local Agriculture & Fresh Food Parks & Recreation Development Buildings Law	2011: Development of community garden at Lincoln Park in process. 2012: Develop community garden at Mascaro Unit of Feeney Park with Boys and Girls Club and Lieb's Nursery. Evaluate potential use of public land for sustainable agriculture. 2013: Continue expansion of downtown farmers market.	None

SMART GROWTH & ECONOMIC PROSPERITY

4.25	Transit-Oriented Smart Growth Development	2011: Downtown Parking Study underway. 2011-2013: During rewrite of Comprehensive Plan, identify suitable transit oriented development sites. 2011-2013: Participate in HUD's Sustainable Communities Initiative in the NY-CT Consortium. Review possibility of using	Probable net benefit. Depends on specific terms of development agreements and scope of public infrastructure and service responsibilities.
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		Transit Center for non-commuters. Create database to analyze and monitor land use and development patterns in TOD zone. 2012-2013: Evaluate public infrastructure needs and potential for strategic investment to stimulate economic growth.	
4.26	Waterfront Access & Enjoyment Development Parks & Recreation Law	2011: Receive recommendations from Davids Island Task Force. Complete improvements at Hudson Park beach. 2012: Establish principles for Davids Island use. Conduct inventory of waterfront parks and determine use patterns and maintenance and improvement requirements. Launch environmental review of Echo Bay upon approval of proposal. 2013: During comp plan rewrite, determine potential uses and preferred routes of waterfront parks to nodes of public activity. Complete design for City Yard.	Unknown. Dependent upon specific terms of development agreements and capital improvement timetables.
4.27	Peripheral Node Planning Standards Development	2012: In context of Comprehensive Plan, determine nodes that merit in-depth analysis. 2013: Prepare recommendations for identified commercial nodes.	None
4.28	Green Business & Job Creation Development Create public-private task force to assist and advise.	2012-2013: Convene a Green Business Council to establish strategy for business growth and attraction. Explore green training options with local colleges. Consider green job training options especially in connection with significant public-private developments.	None
4.29	Workforce Housing Development	2012: Prepare inventory of affordable and workforce housing units in City. Identify housing opportunities that meet County legacy requirements.	None
4.30	Creative Capital Development Create public-private task force to assist and advise.	2011: Continue support for BID and NRCA programs related to arts promotion. 2012-2013: Evaluate merits of creation of local arts district. Consider improvements to the zoning or building code to facilitate live-work options.	None

TRANSPORTATION & MOBILITY

5.31	Pedestrian Safety & Mobility Public Works Development Marketing	2012-13: Develop long-term sidewalk plan based on pedestrian traffic needs and links to schools. Adopt Complete Streets model for public and private road reconstruction where feasible.	None
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5.32	Bicycle Safety & Mobility Public Works Development Parks & Recreation Youth Bureau Marketing Create public-private task force to assist and advise.	2011: East Coast Greenway signage completed. 2012-2013: Develop Bicycle Master Plan. Adopt Complete Streets model for public and private road reconstruction where feasible. Encourage the installation of bicycle racks.	None
5.33	Downtown Access Development Public Works	2011: Completed North Avenue phase III. Begin design for SSMC/City streetscape project. 2012: Complete SSMC/City streetscape project, and expand analysis to encompass Memorial Highway and Circle. In context of Regional Sustainability grant and Comp Plan re-write, devise recommendations for enhanced connectivity to Transit Center. 2013: Complete design of West Main improvements.	None
5.34	Jitney Service Study Development	2012-13: Evaluate 'ride-on' systems in other cities. Discuss partnerships with regional transit systems. If there is interest and a preliminary determination of applicability to New Rochelle, seek grant support to undertake more thorough demand, cost and route analysis.	None
5.35	Green Commuting Manager	2013: Establish program to provide incentive to employees who carpool. Gauge interest of major employers in City adopting carpool incentive programs.	None
5.36	Scooter & Motorcycle Parking Development	2012: Delineate parking areas for motorcycles and scooters at City parking lots and garages. Monitor use patterns of motorcycles and scooters at parking lots. 2013: Consider flexible permitting policies to owners of both motorcycles and cars.	None

PUBLIC PARTICIPATION & AWARENESS

6.37	GreeNR Awareness Campaign Sustainability Marketing MIS Create public-private task force to assist and advise.	2012-13: Develop Guide and post on-line. Create programming for targeted groups with toolkits to facilitate presentations. Begin implementation of programming.	None
6.38	Informed Social Competition Sustainability Manager Finance	2011: Sage Steps now added to City's Green Page, allowing residents to compare their energy use with others in their neighborhood. 2012-2013: Meet with utility to ascertain interest in providing comparable energy data on utility bills. If agreeable, launch pilot program.	None
6.39	Civic Communication Marketing MIS City Clerk	2011-12: Evaluate existing programs and current technology to determine best practices. 2012-13: Create and launch comprehensive effort to sign-up for City e-mail notification and bulletins. 2013: Evaluate options for surmounting language barriers to civic communication.	None
6.40	Sustainability Education Center Study Manager	2011-2013: Assist private advocates in evaluating merits of and options for a Sustainability Education Center.	None
6.41	Outdoor Classrooms Parks & Recreation Create public-private task force to assist and advise.	2013: Create plan for interpretive signage and map system in wooded parks. Establish webpage on local woodland ecology. Seek grants for installation of physical signage at appropriate locations.	Physical improvements likely dependent upon receipt of grants.
6.42	GreeNR Tote Bags Marketing Purchasing	2011: Investigate cost. Create a distribution plan. 2012-2013: Launch sale of GreeNR tote bags. Evaluate legislation (local law) to discourage plastic shopping bag use. Encourage use of GreeNR tote bags.	Unknown. Depends upon fabrication costs and distribution/sale methods. Implementation can be made dependent upon cost neutrality.
6.43	English Language Proficiency Manager	2012-2013: Coordinate with Library, School District and not-for-profits to ensure that ESL classes are accessible and affordable. 2013: Assist in publicizing the availability of such programs to target populations.	None