

Environmental Policy Commission Minutes
June 5, 2013 EPC Work Session

EPC Members in Attendance

✓	Josh Sawislak (Chair)	X	Sam Gaugush	X	Kurt Moser
X	Chinling Chen	✓	Scott Barstow	X	Geoffrey Goode
✓	Steve Walz	✓	Ryan Sloan	✓	Rebecca Jablon
✓	Ryan Wojtanowski	✓	Monica Starnes	✓	Jim Kapsis
✓	Patrick Holman				

[✓ = In attendance X= Absent]

City Staff

Khoa Tran, Bill Eger, Lalit Sharma, Bob Custard

Begin 7:00 PM

Welcome and Introductions

- Josh called the meeting to order and welcomed Jennifer Hovis, Danielle Fidler, Dave Levy, James Durham, Keith Freihofer, local citizens, Adrienne Fancher from AlexRenew, Joe Schilling from Virginia Tech, and Sir Robert Harvey.
- Josh thanked Joe for the use of the space, and for his help with moderating today's discussion.

Brief Remarks, Sir Robert Harvey, Former Mayor of Eco-City Waitakere, NZ

- Sir Harvey ("Mayor Bob"), after 30 years in marketing, decided to enter politics – he was elected mayor six times, and has written three books.
- He described the genesis of the Eco-City Waitakere idea, which was inspired by a trip to Rio de Janeiro.
- The trick to success with the Eco-City campaign is through promotion – to create pride within the community and create envy without the community.

Reflections on Eco-City Charter/Environmental Action Plan (EAP)

- The EAP and Eco-City Charter are seeds which need constant nurture.
 - o Danielle Fidler, former EPC chair, stated how impressed she was with how the City has done, and how small items, such as increasing the size of the recycling bins increased the rate of recycling by 80%.
 - o She expressed concern that Eco-City was not a part of the last City Council election. The Eco-City concept really needs the Mayor and City Council to sustain it.
- It is important to keep in mind that economic issues are sustainability issues (i.e. access to healthy foods, trails, etc.)
- Perhaps Alexandria's mayor could present a plaque on the local news to the green home or business of the month.
- Mayor Bob stated that they refit the whole city of Waitakere block by block, offering incentives along the way. About one-third of the city was retrofitted within eight years.
 - o Such incentives included business awards, which led to pride in the accomplishments and business buy-in.
- Mayor Bob stated that the community needs to be involved in order for the concept to catch on, but first the Mayor and City Council needs to be more involved, and need to lead the way.
- The EPC and the City should lift community awareness with whatever resources are available.

- Josh stressed the importance of the EPC examining how that can be accomplished.
- The EPC and the City needs to market what has already been accomplished in order to raise awareness and reach a broader group.
- The City did a great job laying the foundation and improving City operations, a next step could be examining the steps the city could take on at the district-level. Neighborhoods could compete as Eco-Districts or certain communities could be focused on first, then once the potential is realized (or on its way to be), the focus could be transferred to another community.
 - Small area plans could offer opportunities to explore the eco-district concept.
- James Durham and Dave Levy, members of the Bicycle and Pedestrian Advisory Committee (BPAC), stated that BPAC and the Parks & Recreation Commission could be natural partners for the EPC in moving Eco-City goals forward. They suggested that the EPC could reach out to other commissions and neighborhood associations to create alliances for common objectives.
 - Bob Custard mentioned how currently all commissions and agencies are competing for a piece of the pie. Many Health Department goals are in line with BPAC or Office of Environmental Quality goals, but the way the system is set up, these groups become competitors rather than collaborators. The EPC should look for areas that would allow for collaborative opportunities.
 - The Center for Priority Based Budgeting (<http://www.pbbcenter.org/>) has a tool that could serve useful – it helps to balance priorities and market quality of life issues.
 - All of these ideas and goals could be branded as Eco-City.
- The EPC should reach out to the City Manager and discuss how fiscally sound the Eco-City approach can be.

Charting a Course Forward

- Josh requested that the agenda for the next meeting be cleared for this topic.

Closing Reflections, Joe Schilling, Director, Metropolitan Institute, Virginia Tech

- The EPC has an opportunity to determine a sort of marketing campaign, something to promote and inspire collection active.
- Joe asked that EPC members, and interested members of the public, to please come to the next meeting prepared with two ideas to discuss.

Adjourn 9:00 PM