

# LongLiveLongmont

*Transforming Longmont into a sustainable community to preserve our past, provide for the future, and prosper today.*



## INTRODUCING LONGMONT'S SUSTAINABILITY PLAN





# Keeping Longmont healthy, happy and prosperous



**Look around you.** Longmont is a pretty amazing place. Whether you're downtown having a delicious dinner or enjoying the sunshine in one of the city's many open spaces, you can tell you're part of something special.

Longmont has a rich history of growth and innovation. From our roots as a farming community to today's high tech industries, Longmont has always provided a high quality of life for those who call it home. Previous generations of Longmont citizens have successfully managed and enhanced the area's natural resources and have enabled Longmont to develop into the thriving community it is today.

*What will our generation leave as its legacy?*

Making Longmont more sustainable means taking the steps now to ensure that future generations enjoy the same natural beauty, abundance of resources, and prosperity that we do today. Sustainability is good for our community – today and tomorrow.





## So What Does Sustainability Really Mean?

Sustainability is a word you hear a lot. But what does it really mean? For us as a city it means considering and balancing economic, environmental and social factors when we make decisions that affect our future, such as the use and preservation of natural resources. When we make sustainable decisions we not only do something good for our community right now but we do something good for future generations.

*[Sustainability means d]evelopment that meets the needs of the present without compromising the ability of future generations to meet their own needs."*

## It All Starts with a Plan

All goals, big or small, are achieved through planning and dedication. Sustainability is no different. In order to ensure a prosperous future and healthy city, Longmont must begin to think, act and plan more sustainably.

The Sustainability Plan is a guide to help transform Longmont into a more sustainable community. The plan focuses on the services that the City provides and how these services can be evaluated based on their short- and long-term benefits.

With the Sustainability Plan in place, the city will have an outline for working together on our common core sustainability objectives, evaluating our progress, and making decisions that ensure the current and future well-being of our community.

## Our Sustainability Goals

- Use our limited economic and environmental resources more effectively
- Reduce our impact on the environment
- Provide higher value services to Longmont residents by considering the social, environmental and financial implications of our decisions and actions

## Join the Journey to Sustainability

Longmont's future is in all of our hands. We each can play a part as we journey toward sustainability. When you choose to participate in water and energy conservation programs, recycling, and other City sustainability programs you are contributing to a vibrant, prosperous future for our community.

Make a commitment to Longmont's legacy. The more people just like you that participate in the City's sustainability programs the more cost savings and environmental benefits can be realized for us, our children and our grandchildren.

**For more information about Longmont's Sustainability Plan, upcoming community meetings, and ways you can get involved, please visit [www.ci.longmont.co.us](http://www.ci.longmont.co.us).**



# Let's Get Focused on Sustainability

Sustainability is an everyday activity. With the Integrated Sustainability Plan in place, sustainability will become a factor in the City's decisions and actions. The Integrated Sustainability Plan focuses on seven key areas that directly relate to the services the City provides and our community's economic, social and environmental well-being.

## LONGMONT'S SEVEN AREAS OF FOCUS

1. Built and Natural Environment
2. Community and Individual Well-being
3. Economic Vitality
4. Energy
5. Transportation
6. Water
7. Zero Waste



## Sustainability Starts in Seven Key Areas of Our City and Our Daily Lives...

The City, with the support and participation of citizens like you, has set sustainability objectives for each area of focus and developed strategies to achieve those objectives and monitor our progress on the road to sustainability.

### FOCUS AREA 1: Built & Natural Environment

*Objective: Take into consideration the effects of homes, commercial buildings, streets and sidewalks on our natural environment and develop an integrated land use plan that minimizes our impact while creating an active, vibrant city.*

While pristine wilderness is right in our backyard, Longmont is an urban community. Homes, businesses, streets, and even parks have an impact on water quality, air quality, wildlife habitat, and even our own health. It is vital to Longmont's future that our ongoing development and growth enhance our community's well being and economic prosperity while simultaneously protecting the natural environment that we all depend on.

Our strategies are to:

- **Create** a sustainable land use pattern that benefits the community economically and environmentally.
- **Foster** and support collaborative decision making to ensure all perspectives are taken into consideration as land use decisions are made.
- **Support** sustainable development by continually reviewing and updating regulations.
- **Fund** ongoing preventative maintenance, repair and replacement of City buildings and equipment.

### TAKE ACTION!

- Volunteer with the Park Services group
- Participate in the City's master planning meetings
- Get out and enjoy Longmont's beautiful parks and trail system



## What We've Done So Far...

Historically, alleys haven't been very nice places but the City's alleyway improvement project, scheduled to be completed in 2012, will change all that. Soon, Longmont's downtown alleyways will become usable public spaces that will increase the livability and viability of the area. The design of the new alleyways incorporates low-impact development features such as permeable pavement that allows rainfall to drain into the ground instead of running off or collecting in puddles on sidewalks and streets.

### FOCUS AREA 2: Community and Individual Well-being

*Objective: Ensure that all members of our community are able to meet their basic needs; have access to housing, health services, education, and recreation; and contribute to the growth and prosperity of Longmont, to the benefit of themselves and others*

When people have access to adequate housing, health services, education, cultural enrichment, and recreational opportunities they have the support they need to contribute positively to society. When these services aren't in place, not only do individuals suffer, the community often pays more to respond to crises than they would have to prevent them. For Longmont to thrive, all of our citizens must have their basic needs met.

Our strategies are to:

- **Develop** consensus among policymakers about the role the City will play in ensuring social sustainability.
- **Create** policies and invest in services that empower citizens to enjoy a high quality of life and therefore reduce the need for costly intervention services.
- **Align** funding for health and human services with measurable outcomes so that dollars spent achieve the most good.

#### TAKE ACTION!

- Volunteer with or donate to the Boulder County Circles Campaign to end poverty
- Take small steps every day toward more healthy eating and active living by climbing the stairs, taking your dog for extra long walks, and using salad plates instead of dinner plates to help with portion control
- Volunteer for a human service agency that is actively working to end homelessness in the community

### FOCUS AREA 3: Economic Vitality

*Objective: Form strategic partnerships with public and private entities that lead to investment in a thriving local economy that supports all community members' economic needs.*

Longmont has always had a robust economy. From flour mills and sugar beets to high-tech industries, citizens have always found ways to capitalize on Longmont's plentiful natural and human resources. As we look to the future, we must strategically invest in our community in order to ensure that future generations enjoy the same economic possibilities as past generations.

Our strategies are to:

- **Develop** strategic partnerships with economic development partners.
- **Create** a streamlined and consistent process for reviewing and approving economic development projects that align with the City's sustainability objectives.
- **Invest** in sustainable economic development projects where the public investment will lead to increased private investment.

#### TAKE ACTION!

- Purchase products that are made locally
- Patronize locally-owned businesses and businesses that support and give back to the community
- Join a local business association



## FOCUS AREA 4: Energy

*Objective: Continuously improve our community's energy efficiency programs and energy resources in order to save money, improve health and wellness, and protect our natural environment.*

Electricity is essential to our daily lives, economy, vitality and well-being. 100 years ago, Longmont City Leaders recognized this by creating a community-owned utility that placed the needs of City businesses and residents first. By improving energy efficiency we will save money and resources, both in the short and long run.

Our strategies are to:

- **Adapt** current energy policies and conservation tactics to better serve our economic, social and environmental needs.
- **Engage** residents, businesses and City staff in developing and reaching energy efficiency goals.
- **Monitor** evolving energy technologies and trends to ensure our energy conservation and resource decisions are as effective as possible.

### TAKE ACTION!

- Turn off lights and appliances when they're not in use
- Use a programmable thermostat to save energy when you're not at home or when you're sleeping
- Invest in energy efficiency improvements to your home or business

## FOCUS AREA 5: Transportation

*Objective: Create a transportation system that reduces pollution, congestion and costs while ensuring the safe and effective mobility of everyone in the community.*

Whether it's goods moving through our community on a train or a quick trip to the grocery store, transportation choices have a major impact on sustainability. Roadways, railways, noise, emissions, and congestion all affect our environmental and social health. From greater fuel efficiency to improved public transportation options, transportation plays a large role in creating a sustainable Longmont.

Our strategies are to:

- Develop a more efficient and effective transportation system that provides affordable, sustainable means of travel.
- Foster partnerships with other transportation agencies in the area in order to maximize efficiencies and expand transportation options.
- Increase the availability of alternative fuels and alternative modes of travel.

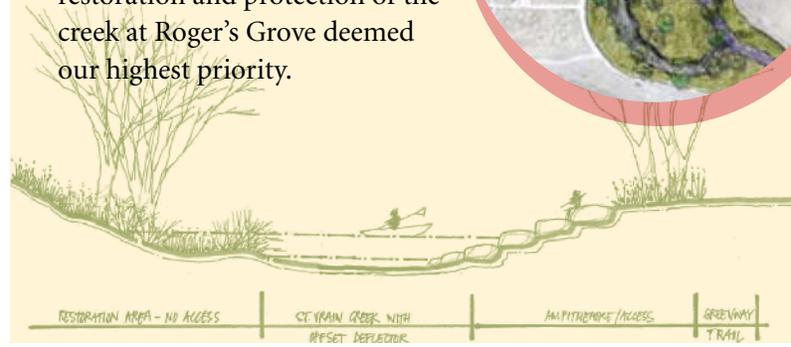
### TAKE ACTION!

- Ride your bike or walk to work, out to dinner, or the grocery store
- Ride the bus
- Carpool with co-workers



## What We've Done So Far...

Over the next several years the City will undertake several projects designed to improve the water quality of the St. Vrain Creek corridor. Projects are being prioritized based on their social, economic and environmental impact with restoration and protection of the creek at Roger's Grove deemed our highest priority.



### FOCUS AREA 6: Water

**Objective:** Protect and improve our water supplies, streams and water bodies to ensure that everyone in the community can enjoy the benefits of clean, high quality water.

Water provides us with some of life's greatest pleasures – a tall, cold glass of water on a hot summer day; fishing in a mountain stream; a hot shower after a day of skiing. Longmont's founders set the City on the course to prosperity by securing water for agricultural use. Water has continued to play an important role in Longmont's evolution from an agrarian community to one that attracts a diverse mix of businesses and industries. To protect this legacy we must preserve our water supply and continue to protect the quality of our streams and lakes.

Our strategies are to:

- **Manage** our water sources and water supplies to ensure an ample, high quality supply today and in the future.
- **Enhance** the City's water services to improve efficiency, quality and value.
- **Protect and improve** the water quality of our streams and lakes to protect aquatic life and provide clean water for recreation.
- Develop water utility projects and programs that further the City's overall sustainability objectives.

#### TAKE ACTION!

- Replace an area of your lawn with a xeriscape garden
- Replace your toilet with a WaterSense toilet
- Wash your car at a carwash



### FOCUS AREA 7: ZERO WASTE

**Objective:** Reduce the amount of waste we produce as a community and increase the availability of waste diversion programs and reuse opportunities.

Our trash is whisked away by garbage trucks. Out of sight, out of mind. But it's not out of our community. From household items to industrial waste, our modern lifestyles leave a mark. Rapidly filling landfills and strains on natural resources necessitate a reduction in the amount of waste we produce and an increase in what is recycled and reused.

Our strategies are to:

- **Establish** more programs, incentives and opportunities for reuse and recycling of waste materials
- **Educate** the community about the economic, social and environmental benefits of waste reduction and how their efforts can make a difference.
- **Advocate** for local and regional legislation that supports cost-effective, efficient and environmentally sound waste reduction.

#### TAKE ACTION!

- Recycle paper, bottles and cans
- Compost food scraps in your yard
- Use reusable shopping bags



## City Programs Under Consideration to Help Achieve Our Initial Sustainability Goals

### HIGH PRIORITY (High Cost Effectiveness) \$\$\$

- Existing Seven Water Conservation Programs
- Commercial Lighting Rebates
- Dishwasher/Clothes Washer Rebates
- Residential Lighting Rebates
- Existing Renewables (Renewable Energy Purchase Program)
- Municipal Hybrid Vehicle Purchases

### MEDIUM PRIORITY (Medium Cost Effectiveness) \$\$

- Commercial HVAC Rebates
- Green Building Program
- New Utility Scale Wind Energy
- Urban Tree Planting
- Increased Recycling Services

### LOWER PRIORITY (Low Cost Effectiveness) \$

- Utility Scale Solar Photovoltaic Program
- Residential Rooftop Solar Photovoltaic Rebates

You can help Longmont reach our sustainability targets by participating in the programs that make sense for you. For more information about our prioritization process and to get involved, visit [www.ci.longmont.co.us](http://www.ci.longmont.co.us).

## Where Do We Start?

Achieving the sustainability objectives in the seven focus areas can seem daunting. Where do we begin? What programs and initiatives will help us meet our objectives? One place to start is to look at how we use and consume resources. In Longmont, we have many existing programs that already address the conservation of water, energy, fuel and material resources. Choosing which of these programs to continue and what new programs to start are important decisions.

The Integrated Sustainability Plan identified 19 existing City programs that involve resource conservation and use. These programs were aligned with the seven focus areas and prioritized based on the following guidelines:

- Most potential for customer cost savings
- Least financial investment to implement
- Maximum potential to provide long-term benefits to the community

It was determined that, combined, these 19 programs could enable the City to achieve initial sustainability targets for 2020 if enough people participated. The list to the right shows the prioritized list of programs the City may utilize to achieve our goals.

## Making Good Decisions to Reach Our Goals

There is a lot to consider when it comes to making sustainable decisions. That's why the Integrated Sustainability Plan incorporates a decision-making framework called the Triple Bottom Line to provide a basis for evaluating policies and actions that affect the City's future.

The Triple Bottom Line is a framework that will help the City consider the economic, social and environmental risks and benefits of our actions and decisions. To be effective and attain our sustainability objectives, we must use the City's limited resources in ways that create the most benefits and least risks in all three areas.



## Let's See How the Triple Bottom Line Process Works....

Water conservation is an important part of the City's plans for maintaining a sustainable water supply. The City aims to obtain 10% of our water supply through conservation. There are many programs the City could offer to help our customers conserve water. One such program is our irrigation controller rebate program for commercial customers. This program provides a rebate for the installation of irrigation system controllers that monitor rainfall and weather conditions and adjust the irrigation water use accordingly. What opportunities and risks does this rebate program help us address?

### LET'S CONSIDER...

#### Economic Factors



- Rebates help people purchase equipment to upgrade their irrigation system. This generates jobs that sustain the local economy.
- Water efficient irrigation systems save businesses money on their utility bills.
- It costs the City less to provide rebates through this program than it would to purchase water.
- The water that's saved doesn't need to be treated at the water treatment plant. This creates less demand on that system and extends the life of the treatment plant.

#### Environmental Factors



- Lower water use reduces the consumption of water treatment chemicals and the energy used to treat water and wastewater.
- Water that is conserved can be used for other purposes, such as agriculture or maintenance of stream flows for aquatic life or recreation.

#### Social Factors



- The water businesses save through this program contributes to a more reliable water supply that can attract companies, potentially adding new employees and thus helping improve the lives of others in the community.
- Upgraded and more efficient irrigation systems keep lawns and greenways healthier and more enjoyable.

The Triple Bottom Line provides a way to identify and examine these and other factors, many of which may be overlooked in a more conventional analysis. Following the initial evaluation, all of the factors are more specifically defined, reviewed and evaluated, along with other costs and risks, in order to make the best, informed decisions about the sustainability of our water conservation program.



## Leading by Example

Sustainability, like any large initiative, takes leadership. The City has made a commitment to sustainability with the development of the Integrated Sustainability Plan and by identifying ways in which our programs and actions can become more environmentally, economically and socially responsible.

The City will use three strategies to help achieve the objectives for each of the focus areas in the Integrated Sustainability Plan:

### **Community Engagement**

*Spread the word to Longmont citizens and businesses as well as strategic partners at the local, regional and state levels about the programs and initiatives that the City is undertaking and how everyone can play a part in and benefit from improving our sustainability.*

### **Sustainable Management**

*Create and implement a policy and management system that enables the City to effectively manage each sustainability program and measure its outcomes.*

### **Workforce Knowledge and Culture**

*Create a culture within the City that values and supports sustainability as well as provides employees with training and education to help them make sustainable decisions.*

Through the City's initiatives we will make it easier and financially beneficial for the citizens of Longmont to join us on our journey to sustainability.

*“As we peer into society’s future, we — you and I, and our government — must avoid the impulse to live only for today, plundering, for our own ease and convenience, the precious resources of tomorrow. We cannot mortgage the material assets of our grandchildren without risking the loss also of their political and spiritual heritage.”*

Dwight D. Eisenhower,  
Farewell Address to the Nation,  
January 17, 1961



 Long Live Longmont



## Make a commitment to Longmont's legacy!

Join others in your community as we work to create a healthy city and prosperous future for all. From simply watering your lawn a few minutes less to turning off the lights when you leave a room, there are hundreds of little ways you can contribute to Longmont's sustainability.

For more information about Longmont's Sustainability Plan, upcoming community meetings, and ways you can get involved, please visit [www.ci.longmont.co.us](http://www.ci.longmont.co.us).

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