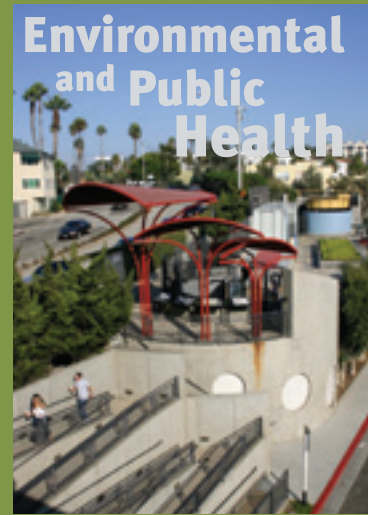
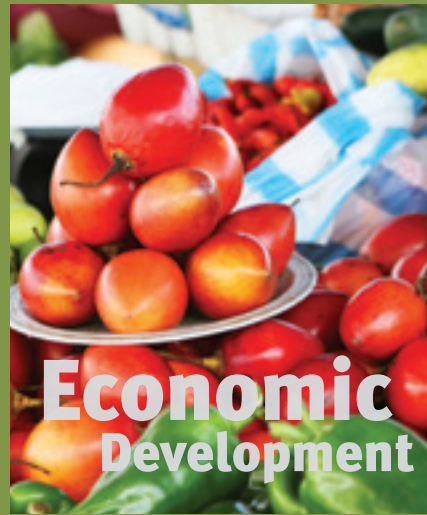
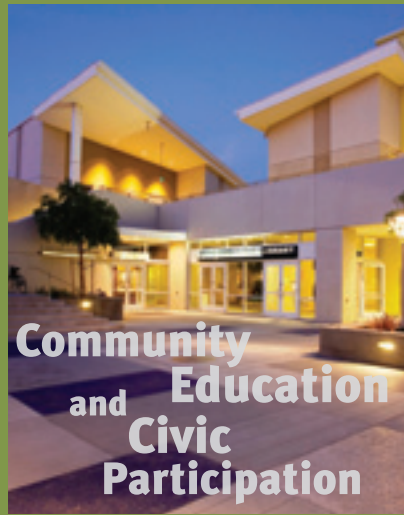
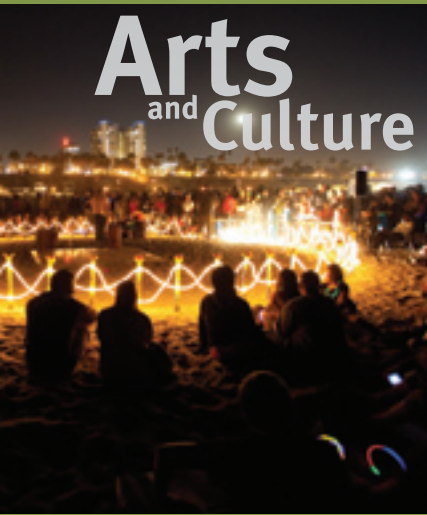


Sustainable Santa Monica



2012 Sustainable City Report Card

The Sustainable City Plan was created to enhance our resources, prevent harm to the natural environment and human health, and benefit the social and economic well-being of the community for the sake of current and future generations.

The Sustainable City Report Card

The Sustainable City Plan sets very aggressive goals for a sustainable city and Santa Monica has received national recognition for its sustainability efforts. This report card describes how we are doing at meeting our aggressive sustainable city goals and highlights areas of success and challenges that face our community in nine goal areas.

Grading

The primary grade given for each goal area reflects the progress on the part of the community to reach the adopted Sustainable City Plan goals. The grade is based on analysis of indicator data and evaluation of progress toward meeting the targets for each of the goal areas. To better understand this grade, it is important to consider the aggressive vision of sustainability adopted by the community and the extent to which regional conditions and factors are influential. The effort grade for each goal area reflects the level of effort and commitment in the community that is currently focused on achieving the goals.

Background

On September 20, 1994 Santa Monica's City Council adopted the city's first Sustainable City Program to ensure that Santa Monica can continue to meet its current environmental, economic and social needs without compromising the ability of future generations to do the same. The program has evolved since its adoption and has been responsible for many positive changes in the community. In 2003, City Council adopted an expanded version of the program called the Sustainable City Plan, which was developed by a diverse group of community stakeholders and lays out far reaching sustainability goals for the community. In 2012, Santa Monica began a comprehensive update of the Sustainable City Plan in order to lay the foundation for future sustainability successes.

Additional information is available at www.sustainablesm.org. If you have questions, please contact the Office of Sustainability and the Environment at [310.458.2213](tel:310.458.2213) or environment@smgov.net.

Sustainable City Plan – Guiding Principles

The Santa Monica Sustainable City Plan is founded on ten Guiding Principles that provide the basis from which effective and sustainable decisions are made.

- 1 The Concept of Sustainability Guides City Policy**
- 2 Protection, Preservation, and Restoration of the Natural Environment is a High Priority of the City**
- 3 Environmental Quality, Economic Health and Social Equity are Mutually Dependent**
- 4 All Decisions Have Implications to the Long-term Sustainability of Santa Monica**
- 5 Community Awareness, Responsibility, Participation and Education are Key Elements of a Sustainable Community**
- 6 Santa Monica Recognizes Its Linkage with the Regional, National, and Global Community**
- 7 Those Sustainability Issues Most Important to the Community Will be Addressed First, and the Most Cost-Effective Programs and Policies Will be Selected**
- 8 The City is Committed to Procurement Decisions which Minimize Negative Environmental and Social Impacts**
- 9 Cross-sector Partnerships Are Necessary to Achieve Sustainable Goals**
- 10 The Precautionary Principle Provides a Complimentary Framework to Help Guide City Decision-Makers in the Pursuit of Sustainability**

Sustainable Santa Monica Sustainability Successes 2012

Resource Conservation:

Water Wonders: Water demand has decreased by 14 gallons per person per day.

Expanding Efficiency: More than 700 water saving devices were installed in homes and businesses throughout the city.

Solar Success: To date, there are 377 grid connected solar projects in the city representing 2.945 megawatts of solar capacity.

Compost Collection: The food waste composting program kept more than 4,000,000 pounds of food waste out of the landfill.

Environmental and Public Health:

Diligent Disposal: Community members using the Household Hazardous Waste Programs kept nearly 250,000 pounds of hazardous materials and 32,000 pounds of household batteries out of the landfill.

Resource Reuse: More than 64,000,000 gallons of urban runoff were harvested and treated for reuse at the Santa Monica Urban Runoff Recycling Facility.

Market Madness: Sales are up 5% at four thriving farmers' markets that provide fresh, locally grown produce to nearly a million visitors each year!

Better Bags: Implementation of the Single Use Carryout Bag Ban eliminated 21,000,000 plastic bags from circulation throughout the city.

Transportation:

Cool Carpools: Average vehicle ridership increased to 1.67, thus exceeding the Sustainable City Plan target of 1.5.

Biking is Big: Bike lanes, routes and sharrows were installed on 18 miles of city streets.

Pedal Parking: The bike valet program parked 24,000 bikes for free at 217 community events around the city.

Friendly Fuels: Public electric vehicle charging stations were installed at 24 locations adding to the more than 100 EV charging stations already available at private locations.

Economic Development:

Community Commerce: To date, 518 businesses have joined Buy Local Santa Monica and demonstrated their commitment to our local community.

Local Leadership: Nineteen businesses were recognized for their exceptional commitment to sustainable practices through the Green Business Certification Program and the Sustainable Quality Awards.

Going Green: More than 730 environmental measures were implemented by 20 local businesses as part of the Sustainable Works Business Greening Program.

Open Space and Land Use:

Outstanding Open Space: Santa Monica's open space system now includes 245 acres of state beach and 27 community parks.

Total Trees: An additional 1,384 new trees were added to the existing 34,500 public trees in Santa Monica's urban forest.

Beautiful Beach: More than 213,500 people visited Annenberg Community Beach House and 3,949 people participated in the Beach=Culture series.

Housing:

Housing Hope: 101 affordable housing units were completed and construction began on an additional 354 affordable housing units.

Complete Communities: More than 90% of all new housing units are within a mile of a transit stop, open space and a grocery store.

Affecting Affordability: The City's progressive legal protections helped to keep 35% of the rent controlled units affordable to low and very-low income tenants.

Community Education and Civic Participation:

Creating Community: More than 600,000 people visit Bergamot Station and 6,000,000 people visit the Santa Monica Pier annually.

People Participate: Nearly 9,000 people participated in the Santa Monica Festival and 20,000 people attended the AltCar and AltBuild Expos.

Environmental Education: More than 800 people participated in the Sustainable Works Community Greening Program.

Individual Input: Voter turnout in the November 2010 off year election was 65%, thus exceeding the Sustainable City Plan target of 50%!

Human Dignity:

Homeless Help: Project Homecoming helped 266 previously homeless individuals reunite with family and friends able to offer permanent housing and ongoing support.

Safe Streets: Serious crimes against persons and property dropped 4.8%.

Community Care: The Human Services Grants Program provided over \$7,400,00 to support local family, disability, employment and homeless services.

Arts and Culture:

Adding Arts: City Council approved the addition of an Arts and Culture Goal Area in the Sustainable City Plan.

Creative Culture: The full spectrum of cultural, artistic and design goods and services known as the Creative Sector employ 43% of Santa Monica residents.



Resource Conservation



Grading History

<i>Year</i>	<i>Grade</i>	<i>Effort</i>
2005	C	A
2006	C+	A
2007	C	A-
2008	C+	A-
2010	B-	A-
2012	B	A-

Goals:

Decrease consumption of non-local, non-renewable, non-recyclable energy, water, materials and fuels / Promote renewable resource use

Resource Conservation

2012 *Grade* *Effort*
B A-

- The grade improvement reflects reduced water use, improved waste diversion rates, increases in community renewable energy use and the availability of local water supply.
- The citywide diversion rate exceeds the Sustainable City Plan target of 70%. The target diversion rate of 70% equals 5.3 pounds per resident per day. In 2011, the diversion rate decreased to 3.7 pounds per resident per day.
- The newly expanded food waste composting program kept more than 4,000,000 pounds of food waste out of the landfill.
- Citywide water demand dropped from 11.9 million gallons per day in 2009 to 11,700,000 gallons per day. This represents a 15% drop from the 2006 high of 13,800,000 gallons per day.
- More than 700 water saving devices were installed in homes and businesses though out the city. As a result of these and other measures, water demand has decreased by 14 gallons per person per day.
- The Charnock Well Field Restoration Project was completed. Santa Monica now receives 51% of its water supply from local sources.
- Solar Santa Monica continues to deploy energy efficiency, solar power and clean distributed generation in the community. To date, there are 377 grid connected solar projects in the city representing 2.945 megawatts of solar capacity.
- Currently, 25% of the energy used within the city comes from renewable sources. Nearly 4% comes from solar installations and 21% from the utility's renewable portfolio.
- Investments in energy efficiency were offset by growth and energy use increased by 1%.





Environmental and Public Health



Grading History

<i>Year</i>	<i>Grade</i>	<i>Effort</i>
2005	B	A
2006	B-	A
2007	C	A-
2008	C	A-
2010	C+	A-
2012	C+	A-

Goals:

Minimize or eliminate the use of hazardous and toxic materials and the levels of pollutants entering the air, soil and water



Environmental and Public Health

2012 *Grade* *Effort*
C+ A-

- The consistent grade reflects steady progress improving Santa Monica Bay health and a demonstrated commitment to reduce pollution and toxics use communitywide while recognizing the local and regional challenges to ensuring clean air, soil and water.
- Implementation of the Watershed Management Plan continued to provide results. Days under warning at local beaches during the dry season dropped 22%, although there were 13 more days with wet weather warnings.
- More than 700 water saving devices and 130 storm water mitigation projects were installed in homes and businesses throughout the city. More than 64,000,000 gallons of urban runoff were harvested and treated for reuse at the Santa Monica Urban Runoff Recycling Facility.
- In an effort to reduce marine debris, the City implemented the Single Use Carryout Bag Ban which eliminated 21,000,000 plastic bags from circulation.
- The Santa Monica Farmers’ Markets celebrated their 30th anniversary. Sales are up 5% at four thriving farmers’ markets that provide access to fresh, locally grown produce to nearly 1,000,000 visitors annually.
- Santa Monica, the first city to sign the Cool Foods Pledge, continued to emphasize the purchase of local, organic, less processed foods that avoid excess packaging. More than 800 Community Meatless Monday Cookbooks were distributed for free and include vegetarian recipes contributed by 60 community members.
- Community members using the Household Hazardous Waste Programs kept nearly 250,000 pounds of hazardous materials, including e-waste, and 32,000 pounds of household batteries out of the landfill. Battery collection tubes are located at 40 city offices and 60 locations throughout the community.





Transportation



Grading History

<i>Year</i>	<i>Grade</i>	<i>Effort</i>
2005	C-	A
2006	C	A
2007	C+	A
2008	C+	A
2010	C+	A
2012	B-	A

Goals:

Maximize mobility and access /
Reduce traffic and pollution
associated with transportation

Transportation

2012 *Grade* *Effort*
B- A

- The grade improvement reflects continued improvement in average vehicle ridership and a strong commitment to local and regional transportation solutions while recognizing the city is far from reaching its transportation related goals.
- The City continued to achieve results with its ridesharing programs. Local average vehicle ridership (AVR) increased from 1.64 last year to 1.67 this year and exceeds the Sustainable City Plan target of 1.5.
- The bike valet program parked more than 24,000 bikes for free at more than 215 community events around the city. Additionally, 18 miles of bike lanes, routes and sharrows were installed to improve bicycle accessibility and safety. The opening of the Santa Monica Bike Center provided 360 bike parking spaces in downtown Santa Monica.
- Traffic collisions decreased 6% from the previous year and reflect increased investments in public education and infrastructure to improve bicycling, walking and driving safety.
- At its highest point, 87% of the City's municipal fleet was fueled by alternative fuels. This has decreased to 72% because of restrictions on storing biodiesel in underground storage tanks.
- Public electric vehicle charging stations were installed at 24 locations adding to the more than 100 EV charging stations already available at private locations.
- Big Blue Bus ridership increased 3.7% over the previous year to more than 18,947,00 boardings. 100% of Big Blue Bus' fleet runs on alternative fuels and a record 58% of residents report using the Big Blue Bus.
- Expo Light Rail will arrive in Santa Monica in 2016 with projected ridership of 64,000 boardings per day.
- Santa Monica is a leading advocate for regional transportation planning to enhance mobility and relieve congestion. However, traffic congestion remains a significant issue in the community.





Economic Development



Grading History

<i>Year</i>	<i>Grade</i>	<i>Effort</i>
2005	B	C+
2006	B	B+
2007	B	A-
2008	B	A-
2010	B	A-
2012	B	A-

Goals:

Nurture a diverse, stable local economy that supports the basic needs of community members / Increase sustainable business practices



Economic Development

2012 *Grade*
B *Effort*
A-

- The consistent grade reflects the continued strength of the local economy and growth in local green business while recognizing the challenges presented by cost of living and the jobs housing balance.
- Santa Monica’s economy remained strong and diverse. Between 2004 and 2011 no single sector of the economy represented more than 25% of the total economic activity, a positive sign of resiliency.
- The top three sectors were the Information sector, Professional, Science and Technology sector and the Finance sector. The Healthcare sector and the Finance sector have traded off in the third position from 2006–2011.
- In 2011, other sectors represent about 53% of the total payroll of businesses in the city, meeting the target for this indicator.
- There are over 77,000 jobs in Santa Monica, generating a combined payroll of more than \$5,800,000,000.
- The City, Chamber of Commerce, Convention and Visitors Bureau and Sustainable Works continue to collaborate on programs that support local businesses.
- There are 518 businesses enrolled in the Buy Local Santa Monica program.
- Nineteen Santa Monica businesses were recognized for their exceptional commitment to sustainable practices through the Green Business Certification Program and the Sustainable Quality Awards.
- An additional 20 businesses implemented more than 730 environmental measures while participating in the Sustainable Works Business Greening Program.
- The rising cost of living and an unbalanced ratio of jobs to housing make it difficult for people to live near their workplace, exacerbating traffic and parking problems. Santa Monica’s projected jobs/housing balance increased to 1.54 this year after dropping to 1.44 in 2009.



Open Space and Land Use



Grading History

<i>Year</i>	<i>Grade</i>	<i>Effort</i>
2005	B+	A
2006	A-	A
2007	A-	A
2008	A-	A
2010	A-	A
2012	A-	A

Goals:

Develop and maintain a diverse open space system that supports the community and the natural environment / Create mixed-use urban villages

Open Space and Land Use

2012 *Grade* *Effort*
A- A

- The consistent grade reflects the city’s commitment to maintaining a sufficient and diverse open space system as well as efforts to create land use and transportation policies that promote mixed-use, transit-oriented development.
- There are 245 acres of state beach and 27 community parks in Santa Monica’s open space system. Park accessibility continues to be good with more than 90% of residents living within 1/2 mile of open space.
- The Urban Forest Master Plan was completed and 1,384 new trees were added to the 34,500 existing public trees. Santa Monica’s urban forest further diversified in terms of average age and tree species.
- The City developed the first carbon offset pilot project under the California Air Resources Board’s new urban forest protocol. The project focuses on calculating the greenhouse gas emission impacts of planting 1,000 new trees.
- More than 213,500 people visited Annenberg Community Beach House over the year and 3,949 people participated in 44 events in the Beach=Culture series.
- The City continues to promote open space development. Construction is underway on a seven acre park in the Civic Center and the designs were approved for Santa Monica’s first universally accessible playground.
- A number of mixed-use development projects that combine housing, office and retail space were approved to help reduce traffic and parking congestion and encourage walking, biking and transit use.
- Expo Light Rail is scheduled to reach Santa Monica in 2016 and planning for the Expo Light Rail stations is underway.





Housing



Grading History

<i>Year</i>	<i>Grade</i>	<i>Effort</i>
2005	D-	A
2006	D	A
2007	D	A
2008	C	A
2010	C	A
2012	C	A

Goals:

Provide a mix of affordable, livable and green housing types for people of all socio-economic, cultural and household groups

Housing

2012 *Grade* *Effort*
C A

- The consistent grade reflects the continued loss of housing affordability as well as the City's commitment to retaining existing and providing additional affordable housing units.
- The City is committed to providing a mix of affordable and livable housing throughout the community for people of all socioeconomic, cultural, and household groups.
- All rent-controlled units retain the protections given by the Rent Control Law including just-cause eviction protections. However, the affordability of more than half of the city's rent controlled housing units has been lost due to state-mandated vacancy decontrol in 1999.
- The controlled housing stock affordable to low and very-low income residents continues to decrease from 86% before state-mandated vacancy decontrol to 35% in 2011.
- In an effort to provide additional housing stability for Santa Monica residents, Santa Monica voters approved Measure RR in November 2010 which extends further protection against eviction to all tenants.
- In addition to preserving the existing stock of affordable rental units, the City is investing in the development of new affordable housing. In 2011, 101 units of affordable housing were completed and construction began on an additional 354 affordable housing units citywide.
- More than 90% of all new housing units are within a 1/4 mile of a transit stop, open space and a grocery store.





Community Education and Civic Participation



Grading History

<i>Year</i>	<i>Grade</i>	<i>Effort</i>
2005	B+	A
2006	A-	A
2007	A-	A
2008	A-	A
2010	A-	A
2012	A-	A

Goals:

Community members participate actively and effectively in civic affairs and community improvement efforts

Community Education and Civic Participation

2012 *Grade* *Effort*
A- A

- The consistent grade reflects significant participation in major community events and civic affairs.
- Voter turnout in the November 2010 off year election was 65%, thus exceeding the Sustainable City Plan target of 50%!
- The seven member City Council held 26 meetings and 158 community members served on 21 different Boards, Commissions and Task Forces.
- More than 1,398,710 patrons visited the Santa Monica Public Library and 1,716 people participated in Citywide Reads.
- Nearly 9,000 people participated in the Santa Monica Festival and almost 20,000 people attended the AltCar and AltBuild Expos.
- Annually 600,000 people visit Bergamot Station which is Southern California's largest art gallery complex and cultural center. Six million people visit the Santa Monica Pier and the famed Ferris Wheel.
- More than 800 people took the next step towards a more sustainable lifestyle by participating in the Sustainable Works Community Greening Program.
- There were 643 student poster submissions in the annual Sustainable Santa Monica Art Contest and more than 80 student sculpture submissions made out of reclaimed materials showcased throughout the community.





Human Dignity



Grading History

<i>Year</i>	<i>Grade</i>	<i>Effort</i>
2005	N/A	A
2006	B-	A
2007	B-	A
2008	B-	A
2010	B	A
2012	B+	A

Goals:

All community members are able to meet their needs, have adequate access to housing, health care, education, employment, and are empowered to enhance the quality of their lives



Human Dignity

2012 *Grade* *Effort*
 B+ A

- The grade improvement reflects the concrete progress being made by the community to ensure that all residents are able to meet their basic needs and feel safe in their community.
- Santa Monica is proactive in supporting the ability of its residents to meet their basic needs and live with dignity. The Human Services Grants Program provided over \$7,400,000 to support local family, disability, employment and homeless services.
- Communitywide implementation of the Action Plan to Address Homelessness resulted in maintenance of the significant reduction in homelessness first observed in 2010 census.
- A 16% reduction in homeless people observed in the downtown area indicates that targeted outreach in the area has been effective. During this period, the shelter count increased by 6% over the previous year due primarily to a new temporary Upward Bound House Winter Shelter Program for homeless families.
- Project Homecoming helped 266 previously homeless individuals reunite with family and friends able to offer permanent housing and ongoing support.
- Santa Monica residents report feeling safe in their communities and feel empowered to meet their basic needs. Serious crimes against persons and property dropped 4.8% in 2011.
- The Office of Emergency Management was launched in 2011 to improve the community’s ability to respond and recover from disasters. More than 3,800 community members registered with SM Alerts to receive pertinent emergency information and notifications.





Arts and Culture



*NEW SUSTAINABLE CITY
GOAL AREA!*

Glow 2010, photo by Bill Short

Arts and Culture

NEW SUSTAINABLE CITY GOAL AREA!

- The integration of arts and culture into sustainable community planning efforts reflects the vital role they play in developing and sustaining vibrant local communities.
- In May 2012, City Council approved the addition of an Arts and Culture goal area in the Sustainable City Plan.
- The new Arts and Culture goal area includes the following goals: 1) Retain and nurture Santa Monica's arts community and resources, 2) Increase cultural participation and provide greater access to a diversity of cultural programs for all ages, and 3) Enhance the long term sustainability of Santa Monica's creative sector.
- The creative sector includes the production of a full spectrum of cultural, artistic and design goods and services. This sector employs 43% of Santa Monica residents and includes close to 9% of local jobs.
- Santa Monica is home to more than 1,600 arts-related businesses that employ more than 11,000 people.



Sustainable Santa Monica

“I think any goal this community sets for itself, and is willing to work to accomplish, will be accomplished... whether in my time or another time. That’s the beauty of this city.”

Ken Edwards, 1941-1985
City Council Member and Mayor

For more information please visit www.sustainablem.org

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