



The phrases “Buy one, get one free,” “Kill two birds with one stone” and “It’s a two-fer” are part of our everyday language. How do these common phrases relate to sustainability? Virtually all of the strategies that promote sustainability have more than one benefit — also referred to as co-benefits. In many cases, they provide much more than just a “two-fer.” Sustainability strategies save money, conserve resources for future generations, improve public health, respond to climate change and make communities more attractive places to live.

The Co-Benefits Of Sustainability Strategies

by Yvonne Hunter

The Public Health Connection

The term “co-benefit” is often used in the public health community to describe multiple, ancillary health benefits of a program, policy or intervention, such as the health benefits that are achieved

through improvements to the built environment. For example, how communities are designed — land use and transportation patterns, accessibility to parks, open space and transit, pedestrian- and bicycle-friendly features — all have *positive* direct

and indirect impacts, or co-benefits, on residents’ health and health conditions, including obesity, asthma and cardiovascular disease.

Often overlooked is the fact that many of the design strategies to reduce vehicle

continued

Yvonne Hunter is program director of the Institute for Local Government’s California Climate Action Network (CCAN) and can be reached at <yhunter@ca-ilg.org>. For more about CCAN, visit www.ca-ilg.org/climatechange.

miles traveled and greenhouse gas emissions (GHGs) from transportation — the largest source of GHGs — also have multiple public health co-benefits. Thus the application of co-benefits extends well beyond the public health arena, and the examples are numerous.

Energy and Trees

Taking steps to implement energy efficiency measures in public agency facilities saves resources and money as energy bills decrease, which helps the local agency manage its budget. Similarly, planting shade trees reduces the need for air condi-



tioning, thereby saving energy and money, and trees make communities more attractive. Trees also absorb greenhouse gases and improve air quality. Because energy generation is the second largest source of GHG emissions, reducing energy usage is a significant climate change mitigation strategy. The co-benefits of energy efficiency are numerous and broad.



Best Best & Krieger is California's leading full-service municipal law firm. We provide both government and business leaders with innovative solutions to complex and multidisciplinary problems.

Visit BB&K at booth #609 at this year's LCC Conference

BB&K BEST BEST & KRIEGER
ATTORNEYS AT LAW

CITY ATTORNEY

PUBLIC WORKS CONTRACTS

PUBLIC FINANCE

PLANNING & BUILDING

REDEVELOPMENT

EMINENT DOMAIN

CODE ENFORCEMENT

ENVIRONMENTAL & NATURAL RESOURCES

LABOR & EMPLOYMENT

LITIGATION

www.bbklaw.com

Helping cities deliver top-quality projects with...

Strength Through Experience



Please Visit Us at The League of California Cities
Annual Conference - Booth #720 - 724
800.964.4274 www.us.bureauveritas.com

*Stop by
our booth
for games
and prizes!*



**BUREAU
VERITAS**

- ❖ Civil Engineering
- ❖ Municipal Consulting
- ❖ Program Management
- ❖ Environmental Health & Safety
- ❖ Construction Management
- ❖ Energy Sustainability
- ❖ Development Review
- ❖ Building Safety
- ❖ Public Finance

Water

Water efficiency and conservation offer equally dramatic co-benefits. Improving water efficiency and conservation efforts reduces the energy usage (and GHG emissions) associated with water processing and delivery. This also saves money. Using water more efficiently has another co-benefit. By reducing water consumption, communities can begin to *adapt* to the impacts of climate change — and a future when water is scarcer due to increased drought, frequent extreme weather conditions and a reduced snow pack.

continued on page 53



Resources For More Information

The following links are a few of the helpful resources available from the Institute for Local Government.

California Climate Action Network: www.ca-ilg.org/climatechange

California Climate Action Network: www.ca-ilg.org/bestpractices

Land Use and Environment Program: www.ca-ilg.org/landusecommunitydesign

Healthy Communities: www.ca-ilg.org/healthycommunities



In these tough economic times...



Ensure you are getting ALL the revenues you are owed.

MAXIMIZE YOUR REVENUES

with our cost-effective programs:

- Sales/Use Tax
- Business License
- Franchise Fees
- Alternative Fuels
- Cable TV Audits
- Property and Tax Increment
- Hotel Taxes
- Utility User's Tax
- Trash Hauler Audits

Each program provides additional value-added benefits to the city including the means to prepare more detailed and accurate economic and budgeting forecasts and required reports, as well as policy, legislative and regulatory analysis and support.



Come by booths 713 & 715 at the League Annual Conference!

Let us brainstorm together for ways to increase revenues before you cut services or seek voter approved taxes.

Please call Doug Jensen at 800.800.8181 x5012 for an evaluation of revenues.

www.MuniServices.com



Green Buildings

Green buildings incorporate energy- and water-efficient features as well as products made of recycled materials. The co-benefits of this sustainability strategy include reduced energy and water use and resultant lower bills, and conservation of natural resources. Green buildings that use products with recycled content also help strengthen the markets for recycled materials and reduce the amount of material sent to landfills, which in turn lessens the potential for methane gas production, a vigorous greenhouse gas that is released from improperly managed landfills.

Wildfires

In recent years, wildfires have devastated neighborhoods and economies in rural communities and those on the urban-wildland interface. The fires also contribute to climate change by releasing carbon dioxide stored in the materials that burn. Efforts to reduce the likelihood of wildfires, such as implementing minimum brush clearance requirements and using fire-resistant landscaping and materials, also promote public safety and reduce the potential loss of life and property. Fire prevention efforts have climate change co-benefits because trees store carbon dioxide that would be released into the atmosphere if they were burned.

Saving Money

Whether a policy or strategy involves increasing energy efficiency and water conservation, making communities more bicycle friendly, reducing the likelihood of wildfires, improving public health or adopting green building programs, one theme is constant throughout — the direct and indirect potential to save money. This is an important co-benefit at any time, but especially during times of fiscal challenges.

An Opportunity to Agree

Californians agree that these are worthy goals:

- Using water more wisely;
- Reducing air pollution;

- Increasing recreation opportunities;
- Recycling; and
- Promoting well-designed, vibrant, healthy communities.

The same can be said for reducing dependence on foreign oil. The majority of

Californians also believe it is important to address climate change. Understanding the co-benefits of sustainability strategies beyond a narrow set of impacts offers local leaders an opportunity to broaden the dialogue and unite around making their communities better places to live and work. ■

J O B O P P O R T U N I T I E S

New seeking . . .



TB&Co. is pleased to be representing the

City of San Luis Obispo

in the search for a new

City Manager

Visit www.tbcrecruiting.com for all the details.
Recruitment closes on **Monday, October 12th.**

Teri Black-Brann • 310.377.2612
Carolyn Seeley • 714.974.2284
www.tbcrecruiting.com



Teri Black & Company
Your Executive Search Solution™

Water Services Director, Phoenix, AZ

Situated in the southwestern part of the United States, the City of Phoenix, AZ (population 1.5 million) is one of the most vibrant and livable communities in the United States, and a city where a strong, diverse economy supports a thriving and growing business community. The City is seeking a Water Services Director who is highly interested in the Phoenix community. Someone who is outgoing and understands the local politics and traditions is desired. The ideal candidate will strive to understand the culture of the City, and it is desirable that the incumbent make the Phoenix home. In doing this, he/she will be better prepared to identify and respond to community and complex organizational issues, concerns and needs. Customer service should be a high priority, as will patience and sensitivity to the needs of the community. Working knowledge of western water law, the Law of the Colorado River, Clean Water Act, Federal Reclamation Law, and the Arizona Groundwater Management Act is pertinent. A Bachelor's degree in public administration, political science, earth sciences, economics, engineering, business administration, or a related field is required. A Master's degree or better is preferred. A significant number of years of progressively responsible experience in the development of municipal water policy and the development and implementation of policies and programs designed to enhance the position of municipalities in water policy development is required. The salary for the Water Services Director is \$113,360 - \$178,568, DOQ. If you are interested in this outstanding opportunity, please apply on line at www.bobmurrayassoc.com. Please contact **Bob Murray** at (916) 784-9080 should you have any questions. Brochure available. **Closing date September 30, 2009.**



phone 916•784•9080
fax 916•784•1985
www.bobmurrayassoc.com