

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Water Resources & Sustainable Community Efforts



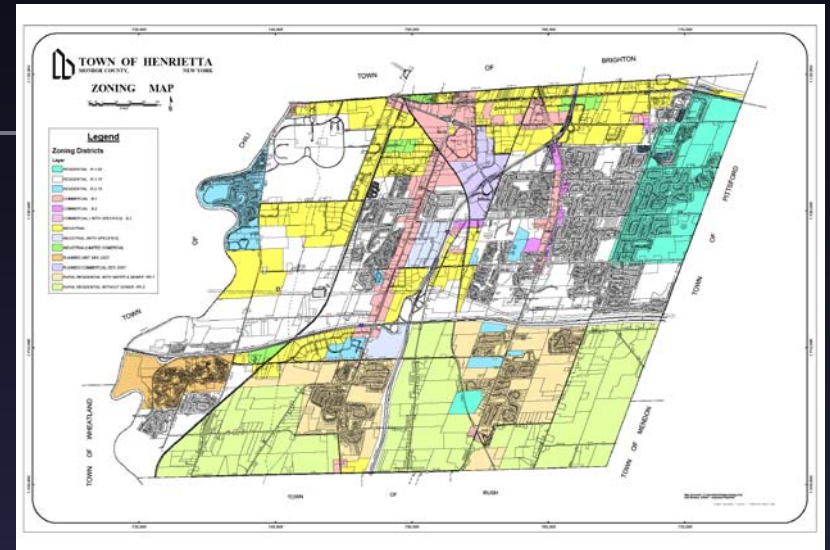
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INTERNATIONAL

HELPING PEOPLE HELP THE ENVIRONMENT



Purpose

- Outline of our organization and programs
- Linking Theory with Practice
- Case Studies: Henrietta, NY; Coconut Creek, FL; Williamston, NC

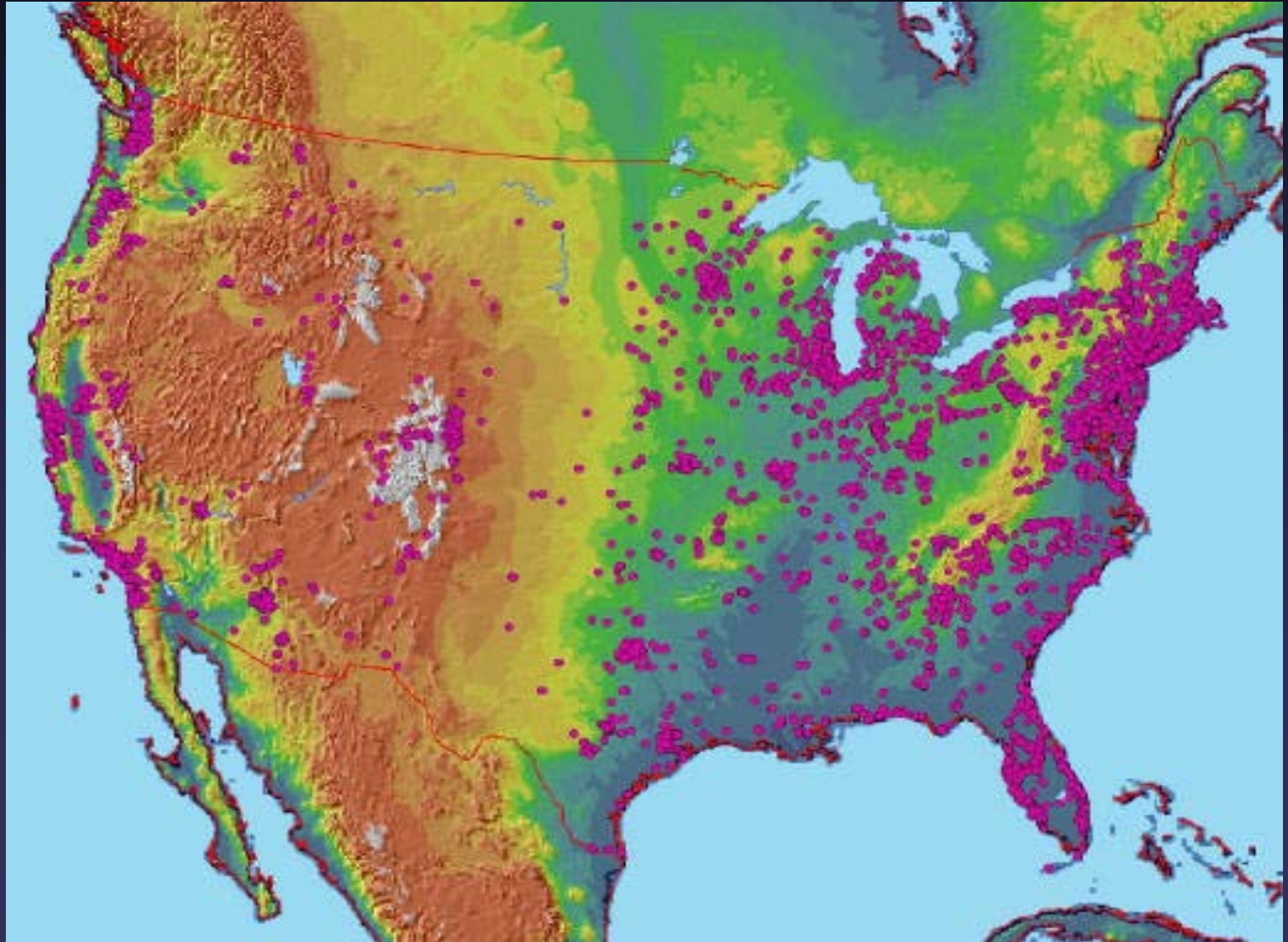


Who is Audubon International?

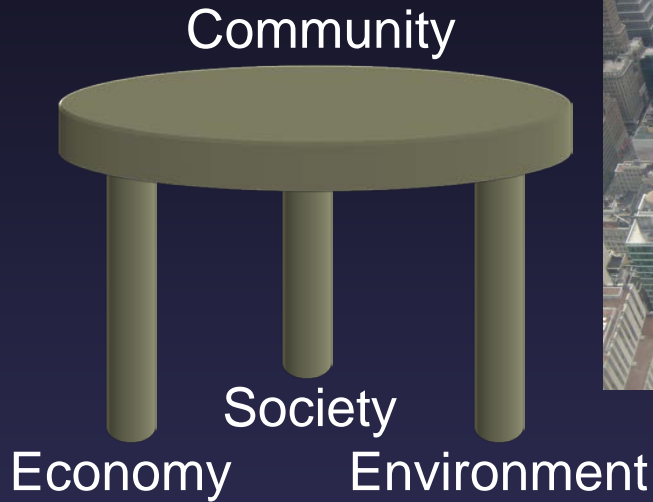
We envision our communities becoming more sustainable through good stewardship of the natural environment where people live, work, and recreate.



Where We Work



Sustainability



Certification:

1. Assess
2. Plan
3. Report
4. Measure



Certification Programs: Audubon International



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Our Programs

- Sustainable Communities Program
- Green Leaf Eco-Rating Program
- Cooperative Sanctuary Program
- Signature Program



Certification

Goals:

- Transparency
- Improved Bottom Line
- Measurable Results

Components:

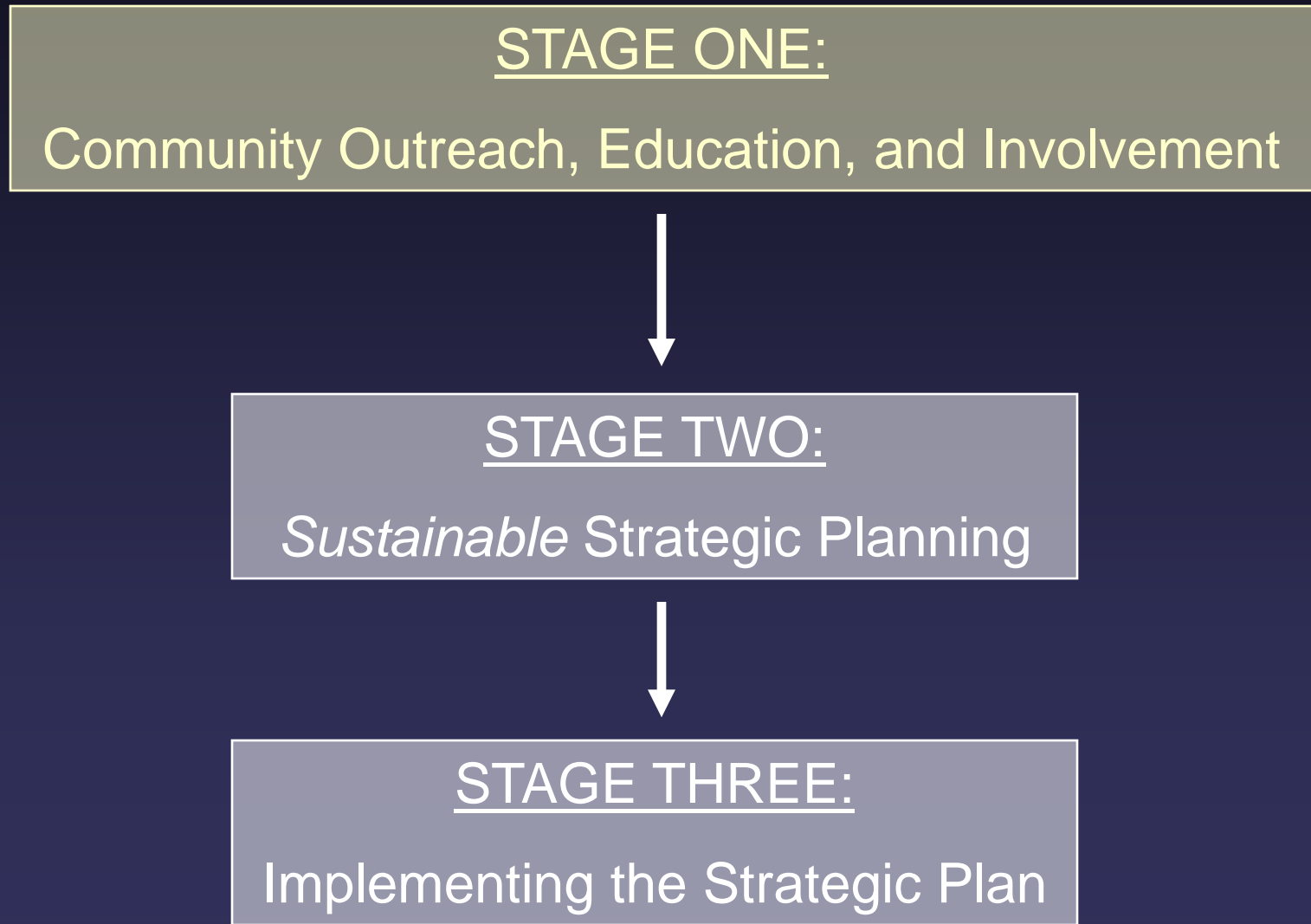
- Indicators, Indicators, Indicators
- EMS, ISO 14001, LEED
- Quantitative and Qualitative Results

Education & Demonstrable Results!

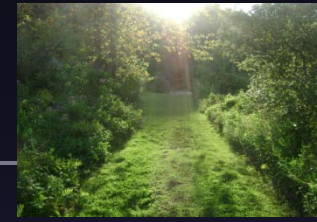
- ✓ Improved Image and reputation
- ✓ Customer and Employee Satisfaction
- ✓ Financial Performance
- ✓ Worker Safety and Reduced Liability
- ✓ Improved Efficiency
- ✓ Environmental Quality



SCP: Stages of Involvement



Deliverables- Actual results



- **Energy Conservation** – The Royal York Hotel in Toronto, Ontario purchased and installed energy-efficient equipment during replacements and renovations, with expected savings of \$28,000 per year.
- **Energy and Water Conservation** – The Holiday Inn Harbourview in Halifax, Nova Scotia saves \$65,000 per year through energy conservation practices and over \$30,000 per year through water efficiency practices.
- **General Environmental BMPs** – Through implementation of comprehensive environmental Best Management Practices and other projects, Treesdale Golf and Country Club in Pennsylvania earned a \$27,000 per year property tax credit, received lowered insurance premiums, and reduced overall operating costs.
- **Environmental Restoration** – The Club at Carlton Woods converted a five-acre waste bunker on its golf course into an attractive wetland habitat. The project had a less than 15 year payback period calculated based on avoided maintenance of waste bunker alone (more than \$5,500 per year and 20 man-hours per month). In addition, the three residential lots facing the area, which were not selling, suddenly all sold for higher-than-expected value, bringing in a premium of more than \$300,000.

“Sustainable” Communities



Public and Resort

Linking Environmental Science, Public Policy and Smart Growth Planning

Why?

- 1982 –2001 34 million acres of open space converted to developed land
- 1982 to 1997 10 million acres of forest land converted to developed land
- 2030 projections –additional 26 million acres to be developed



Sustainability Indicators: Focus Areas

1. Agriculture
2. Economic Development/Tourism
3. Education
4. Environmental issues
5. Governance
6. Public Health
7. Housing
8. Open Space and Land Use
9. Planning, Zoning, Building and Development
10. Population
11. Public Safety and Emergency Management
12. Recreation
13. **Resource Use (water, energy, waste)**
14. Volunteerism and Civic Engagement
15. Transportation

Three groupings

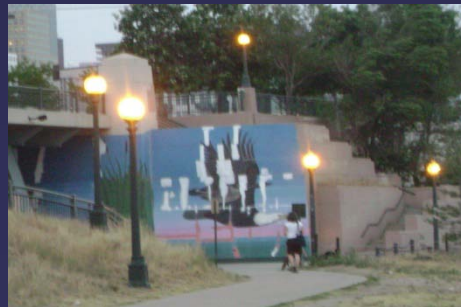
- Economic
- Social
- Environmental

Overlooked Resources

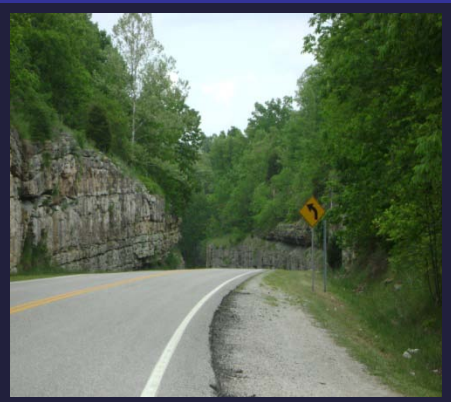
- **Harness the economic power of voluntary programs**
- **Never underestimate the economic benefit of watershed organizations or other non-profits**
- **Local schools, from elementary to university level**
- **Let businesses lead the way**

A recent EPA study demonstrated the ratio of contaminant cleanup costs to basic prevention ranges from 5:1 to 200:1

***Source: OR DEQ**



Case Studies



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Henrietta, NY



Businesses Leading the Way: Broccolo Landscaping

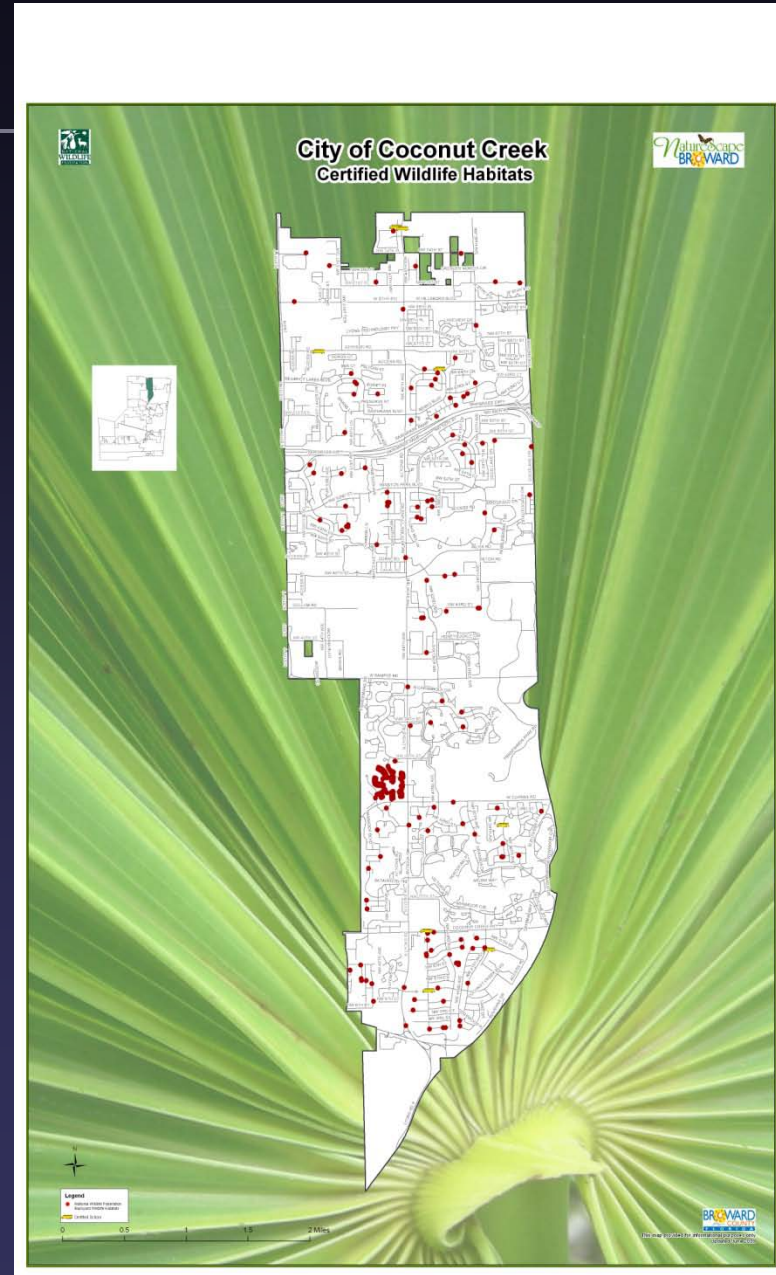
- Henrietta Pride
- No Mow Zones
- Eco Swales around every retail center
- Green Business Awards
- Partnership with Henrietta Foundation and Rush- Henrietta School District has greened golf course, anti-idling program, secured funding for bike path, educational programs, signage, awards.



Coconut Creek, FL

Funding is easier with Voluntary Programs: NatureScape

- *Free Tree Giveaway- Holiday Festivals*
- *Landscaping Awards for Homeowners*
- *Innovative Water Conservation Awards for Businesses*
- *Ongoing Educational Programs in Schools*
- *State Incentive Programs make funding easier with voluntary programs*



Williamston, NC

- Passed water conservation ordinance and implemented incentive program for homeowner rebates and retrofits for low-flow fixtures
- Obtained more than \$30,000 in grant money to fund demonstration projects at Williamston High School (rainwater capture, graywater reuse, groundwater recharge, biofilters, native plant landscaping, permeable pavement)
- Adopted environmentally-responsible management practices and policies on Town-owned land *Williamston2020*
- Completed Treasuring Home Survey
- 20 Individual Case Studies for projects completed have been compiled



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