Planning a Sustainable Future for the City of Virginia Beach

APWA Conference
May 9, 2013
“Meets the needs of the present without compromising the ability of future generations to meet their own needs.”
"Don’t eat your seed corn"
(Farmer’s Common Sense)
the three pillars

- Economic
- Social
- Environmental

Sustainable
precedents

- New York, NY
- Chicago, IL
- Los Angeles, CA
- San Francisco, CA
- Portland, OR
- Seattle, WA
- Denver, CO
- Charlotte, NC
- Arlington, VA
- Charlottesville, VA
- Chesapeake, VA
- Sarasota, FL
Plan Coordination

Envision 2040
SDAT
Green Ribbon Committee
Other Plans & Policies
SIT’s
Comp Plan
Community Input
Business Input
Sustainability Plan
planning context

- Roadmap to Vision 2040
- Relies on “external” input and “internal” input
- Communication tool to community and City leadership & staff
• Design for human scale
• Provide choices
• Mixed-use development
• Preserve urban centers
• Vary transportation options
• Build vibrant public spaces
• Neighborhood identity
• Protect environment
• Conserve landscapes
• Design Matters
“Like many cities, Virginia Beach has set a goal to become a sustainable city. Our vision is to be the healthiest of cities healthy in our citizenry, our government and infrastructure, our economy, our environment, our culture; a city renowned for its quality of life. To achieve this vision, we need real ideas, real steps and real solutions…”
1. location specific
2. collaborative approach
3. achievable goals
4. 2063 plan horizon
5. regional context
1. location specific

ONE SIZE DOES NOT FIT ALL

Von links bügeln/iron inside out/
repasser sur l’envers
2. collaborative approach
3. achievable goals
4. 2063 plan horizon
5. regional context
define our strengths
2010 – visitor spending = $1.129 billion
$211.30 million – private sector payroll
Virginia Beach’s 2007 agriculture economic impact:
$130,000,000
33,000 military & civilian employees
Annual payroll of $7.5 billion
Direct economic impact for City - $18.8 billion
emerging town center
define our challenges
lack of walkability
lack of neighborhood identity
disconnected transportation

30 MIN CAR TRIP = 2 HOUR BUS TRIP
disconnected green space
informing the public
the three pillars

- ECONOMIC
- SOCIAL
- ENVIRONMENTAL

SUSTAINABLE
educated labor force – kalamazoo, michigan

- “Kalamazoo Promise” (2005)
- Sponsored by local philanthropist group
- Partial college tuition to all graduating seniors (educated in city’s public high schools)
- Attracted Kaiser Aluminum Corp. to build $80M office & research center for 150 workers
- Boosted school enrollment 12% / graduation rates 21%
2001 – 2009: job growth 6.6%
6.5% unemployment rate
2000 – 2008: population growth 15.5%
Home to:
University of Wisconsin
Google
Microsoft
rural farming – plan for the future – atlanta, georgia

- Preserve green space/ farmland
- Build local economies
- Create new jobs / training
- Strengthen the social fabric
- Celebrate our food heritage
Green Buildings Can Reduce...

- Energy Use: 24% - 50%
- CO₂ Emissions: 33% - 39%
- Water Use: 40%
- Solid Waste: 70%
energy saving = $105,000 / year
water saving = 950,000 gal / year
recycling = 14 tons / year
85 schools total = 10 million sf

water saving = 32 million gal / year
energy saving = $4 million / year
recycling = 1,200 tons / year
3rd greenest city in the US with a current tree canopy of 29%
the three pillars
“Americans are in the habit of never walking if they can ride.”

Louis Philippe, Duc d’Orleans, 1798
low walk score = car dependent

36
OUT OF 100
CAR DEPENDENT
low walk score = car dependent
high walk score = walker’s paradise

91 OUT OF 100
WALKER’S PARADISE
high walk score = walker’s paradise
look to the future
looking back

Times Have Changed...

1963
- transportation
- communication
- television

Today
- $0.30/gal.
- "I Have a Dream" speech
- predictions
- pop culture

2063

U.S. Population: 190 million
Virginia Beach Population: 85,000
where are we now?

Times Have Changed...

1963: transportation

Today:

- energy
- environmental

U.S. Population: 311 million

Virginia Beach Population: 438,000
looking ahead

Times Have Changed...

1963

Transportation

Communication

Today

Energy

Entertainment

Pop Culture

2063

U.S. Population: 468 million

Virginia Beach Population: 506,000
community input
public engagement

- 11 community input meetings, 7 focus group meetings
- Over 200 comments via the project website
- 5 meetings with Steering Committee
- 22 meetings with and input from City Departments and all SITs
- 5 City Council briefings
societal

- libraries as gathering places
- support aging in place
- attract youth
- next generation's input
- housing choices
- promote workforce housing
- aging population
- engage youth
- satellite college campus
- community spirit
- neighborhood identity
- education for everyone
- multi-generation homes
- safe communities
- mixed income housing
- quality healthcare
- invest in prevention
- free wifi
- 4 year college
- promote partnerships
- high quality of life
- teach sustainability K-12
- link education & jobs
- communicate to public
- reduce waste
- healthy communities
- libraries as learning centers
- increase volunteerism
- technical training
- help homeless
- help mentally & physically disadvantaged
- recreation centers as gathering places
- revitalizes existing communities
the plan
“Virginia Beach is the most livable coastal community in the world..., it is defined by its rich natural resources and exciting, diverse, and interconnected neighborhoods. We are united by our broad social, cultural, and recreational offerings, a thriving regional economy, and life-long learning opportunities ...”
VISION
Definition: A description of what it looks like when we “get it right,” achieved by the accomplishment of a series of Goals, and expressed in the present tense.

GOALS
1 Definition: The achievement of a desirable outcome toward which effort, in the form of Objectives, is directed.

OBJECTIVE 1.1
Definition: A measurable action required to achieve an overarching Goal. Element icons appear below to indicate other Elements this Objective relates to and may need coordination with.
the plan includes

CONNECTIONS

VISION

Residents and visitors to Virginia Beach are well-connected within our city utilizing quality infrastructure, enjoying the benefits of an interconnected multi-modal transportation system, and communicating in person or via virtual technology from anywhere in the city.

GOALS

10 We will ensure our infrastructure is high-performance and utilize the latest technologies, providing the highest level of service to our community.

11 We will have an inter-connected multi-modal transportation system providing efficient, safe and affordable movement city-wide and linking to regional systems.

12 We are a technologically connected community where all people have internet and telecommunications access.

Community Comments...

"Residents need better transportation options, including quality bus shelters and easily accessible schedules."
Public Input - Cox High School - November 3rd, 2011

"Sustainability may be measured as how enduring is our built infrastructure."
Planning & Design Focus Group - February 9th, 2012

"Bike and pedestrian improvements proposed for the S&JAs need to be continued throughout the remainder of the City."

• 10 Elements & Vision Statements
• 26 Goals
• 104 Objectives
### PERFORMANCE MEASURES TABLE - CONNECTIONS

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>We will ensure our infrastructure is high-performance and utilize the latest technologies, providing the highest level of service to our community.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Percent of street system meeting minimum physical condition rating</td>
<td>76%</td>
</tr>
<tr>
<td></td>
<td>Percent of roads in the two lowest grades for transportation efficiency</td>
<td>18.4%</td>
</tr>
<tr>
<td>11</td>
<td>We will have an inter-connected, multi-modal transportation system providing efficient, safe, and affordable movement city-wide and linking to regional systems.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Average commute time (in minutes)</td>
<td>23.4</td>
</tr>
<tr>
<td></td>
<td>Public transit ridership</td>
<td>NDA*</td>
</tr>
<tr>
<td></td>
<td>Miles of existing bikeways/trails</td>
<td>144.3</td>
</tr>
<tr>
<td></td>
<td>Walking or biking trips as a percent of all transportation modes</td>
<td>NDA*</td>
</tr>
<tr>
<td>12</td>
<td>We are a technologically connected community where all people have internet and telecommunications access.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of free City Wi-Fi hotspots</td>
<td>NDA*</td>
</tr>
</tbody>
</table>

* No data available
- Communications
- Measuring Results
- Accountability
communications

• The Sustainability Roadmap
• Social Media Strategy
• Sustainability Website/ Dashboard
• Annual Update
measuring results

- Develop Performance Measures for each Objective
- ESO as central clearinghouse
- “Measure what is measurable, and make measurable what is not so.”
  - Galileo
accountability

• Plan Steering Committee and City Sustainability Advisory Team become *Sustainability Advisory Committee*

• City organization and community representation

• Advisory body to City Council
Questions?