

Chamber of Commerce Environmental Focus Group





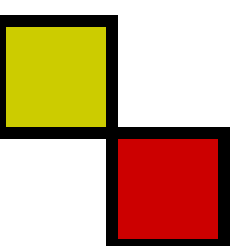
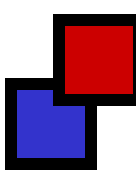
Focus Group Members

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|------------------|---|
| Bruce Baginski | Hotlocks Styling Salon |
| Larry Baldwin | Lower Neuse Riverkeeper Neuse River Foundation |
| Alex Bowdle | Retired, Telecommunications |
| Kathy Cagiati | KMG Consulting & Process Mgt. |
| Kellie Hood | Group Facilitator, Moen Incorporated Human Resources |
| David McCracken | Retired, International Business Executive Board President, Neuse River Foundation |
| Linda Martin | Kellum Law Firm |
| Tim McLearn | Retired, Industrial Gases |
| Clemens Schaller | Executive VP, BSH Home Appliances |
| Jill Stradling | Retired, Telecommunications |
| Rodger Whitney | Images by Rodger Photography |
| Leigh Wilkinson | Healthcare Attorney, Ward & Smith, P.A. |
| Todd Willis | President, High Tide Creative |



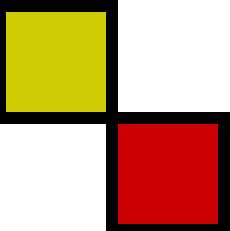
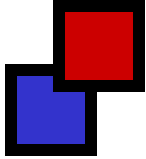


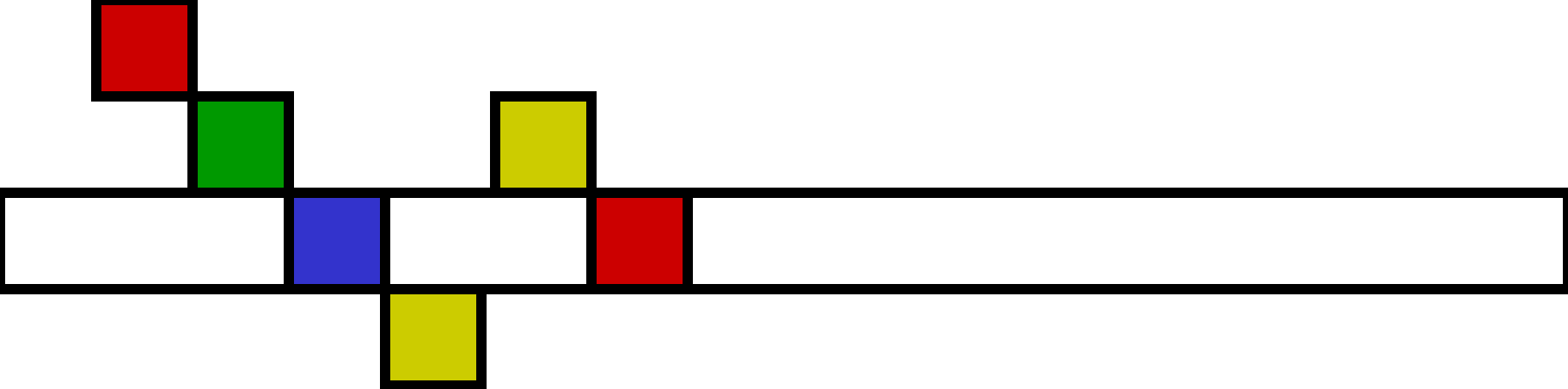
Vision

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- By 2030 New Bern & Craven County have been recognized for results in environmental stewardship. Livability, conservation of resources, use of renewable resources & protection of the environment are all elements of a sustainability program broadly supported by government, business and private citizens. We are a model for “Green Growth.”
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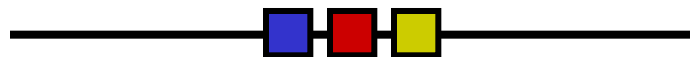


The Business Case

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- Effective implementation of strategies driven by near and long term objectives and measures will:
 - Increase the attraction of our area to business and industry
 - Appeal to discretionary relocations – retirees, professionals, small businesses
 - Ensure the future of recreational and tourism venues
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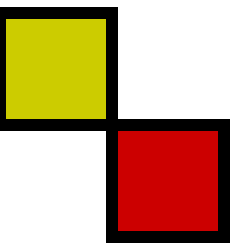
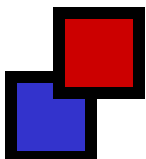


Environmental Focus Group Recommendations





1. Drive Environmental Initiatives

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- Create a Director of Sustainability, to provide a central resource to align, communicate, educate and coordinate environmental initiatives, working with a Sustainability Advisory Council
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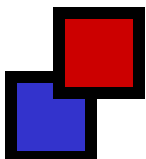
2. Promote Renewable Resources



- Recycling

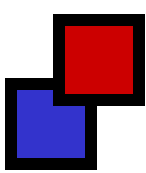
- Enhance and expand recycling opportunities
- Increase the use of post consumer materials

- Energy

- Encourage the use of alternative energy sources
 - Promote conservation and efficient use of energy resources
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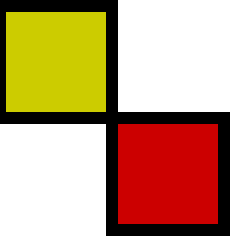
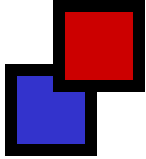


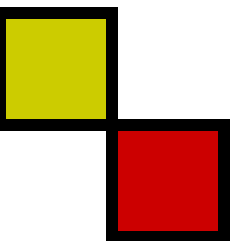
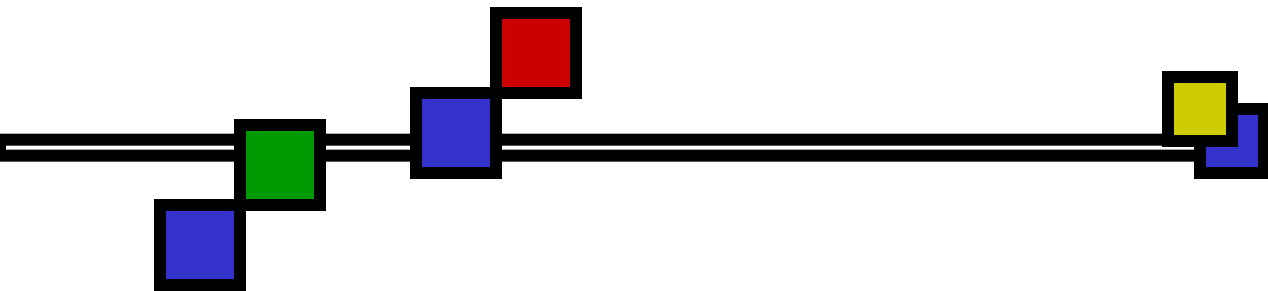
3. Protect Our Unique Land & Water Environment

- Enforce responsible protection and use of Land and Water
 - Apply the best management practices to achieve environmentally responsible residential and commercial development. Sustainability and livability are critical elements of responsible growth.
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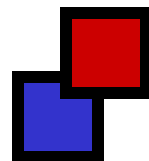


Realizing Our Vision

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- We each have a role in promoting environmental results that increase the attractiveness of the area to business and industry, residents and recreation
 - We must have a sense of urgency
 - We can only achieve our 2030 vision by City, County, Business and Citizens working together
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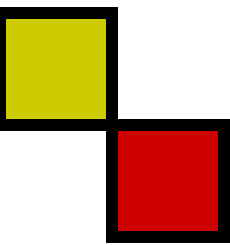
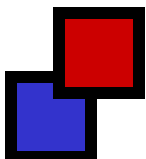


Back – up Slides



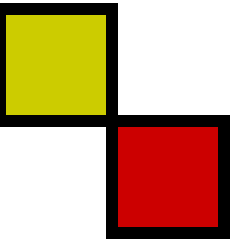
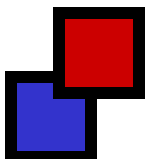


Benchmarking

- We reviewed several cities inside & outside NC to benchmark programs & communications – here is an example from Asheville, NC
 - http://www.ashevillenc.gov/departments/public_works/default.aspx?id=11040&ekmense=18_submenu_0_link_6
 - Craven County has an excellent resource with the NC Cooperative Extension Center. The extension provides a powerful link to our vision in that they are committed to research & education on environmental issues, such as water quality & quantity (i.e. research on collecting rain water & maintaining clean water supply), & air quality (i.e. trees, & their impact on the environment).
 - <http://craven.ces.ncsu.edu/>
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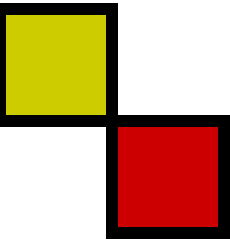
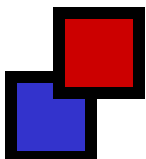


What we found

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- Many initiatives, activities & positive results: (CCC programs, planning board proposals, electric utility programs – these could be detailed more in back up slides to demonstrate the research we have done)
 - Currently actions are “under the radar” – no strong “champion” to align all the various groups
 - The effort of many well intentioned citizens are not being reflected in results
 - These initiatives could achieve exponential results with communication, sponsorship & coordination
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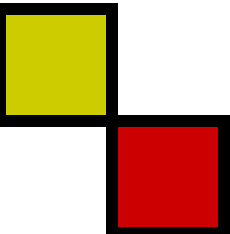
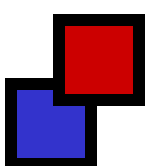


Sustainability

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- A broad term that encompasses the many elements of environmental stewardship
 - Renewable resources, recycling, energy efficiency, alternative energy sources
 - Conservation
 - Livability –green spaces, recreation
 - Planning –
 - Many cities and counties have recognized the value of connecting and aligning all of these efforts
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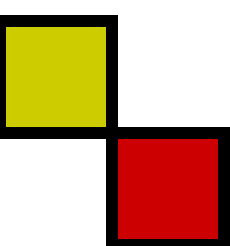
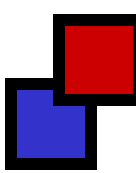


Suggested Immediate Projects

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- Make time of day metering available where it does not exist now
 - Encourage rain barrels & cisterns
 - Mandate permeable surfaces for parking & recreational areas
 - Encourage solar heat & electric generation
 - Encourage wind power for electricity & pumping purposes
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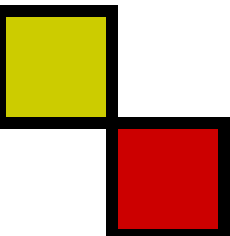


Suggested Long Term Projects

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- Explore expedited traffic patterns
 - Encourage green buildings & related projects
 - Develop a coherent & predictable mass transit system
 - Assure the availability of waste access & recreation
 - Explore ways to reuse waste water for non potable purposes
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Additional Recommendations

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- Educate businesses, governments & residents on how they can make a difference
 - Focus on reduce, recycle reuse principles in planning to facilitate growth
 - Low impact developments LID
 - Church & Civic Group Projects
 - Energy audits & rebates
 - Greenways & buffers
 - Recycling center for construction materials
 - Rainwater reclaim systems
 - Community composting
 - Expanded recycling
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