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## Sustainability Task Force Ad-hoc Committee

A sub-committee of the Sustainability Task Force  
Mayor Ann Schwab, Chair

Meeting of February 18, 2009 – 3:00 p.m. to 5:00 p.m.

Chico Municipal Center, 411 Main Street, City Council Chamber

**\*\*\* Please note room change \*\*\***

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### AGENDA

1. **CONTINUED DISCUSSIONS REGARDING ESTABLISHING SUSTAINABILITY GOALS AND INDICATORS FOR THE CITY'S 2030 GENERAL PLAN UPDATE.**

The Ad-Hoc Committee will continue its discussion and review of potential sustainability indicators for each of the 2030 General Plan guiding principles and elements. A copy of a matrix with the information developed from the Committee's previous meetings, and additional information regarding sustainability indicators provided by Sustainability Task Force members Jon Luvaas and Scott McNall are being provided with this agenda.

2. **Business from the Floor** – Members of the public may address the Committee at this time on any matter not already listed on the agenda, with comments being limited to three minutes. The Committee cannot take any action at this meeting on requests made under this section of the agenda.

### **ATTACHMENTS:**

Draft Matrix of General Plan Indicators  
Additional Information provided by Jon Luvaas and Scott McNall

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Distribution available in the office of the City Clerk:

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### **Members:**

Jason Bougie  
Deanna Dottai  
Jim Pushnik  
Julian Zener

Lindsay Buckley  
Chris Giampaoli  
Tami Ritter

BT Chapman  
Ken Grossman  
Ann Schwab, Chair

Tom DiGiovanni  
Jon Luvaas  
Jim Stevens

Tim Dobbs  
Scott McNall  
Scott Wolf

MATRIX OF SUSTAINABILITY INDICATORS FOR CHICO 2030 GENERAL PLAN

		GENERAL PLAN ELEMENTS									
General Plan Guiding Principles and Sustainability Indicators	Target	Land Use	Community Design	Transportation	Sustainability	Economic Development	Noise	Parks Public Facilities and Services	Open Space and Environmental Conservation	Safety and Safety Services	Downtown
		<b>1. Planned and Balanced Growth and Conservation.</b>									
a.											
b.											
c.											
d.											
e.											
<b>2. Healthy Environment with a Reduced Ecological Footprint.</b>											
Air Quality											
Greenhouse Gas Emissions											
Water Quality											

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		<b>3. Strong Local Economy with Diversified Employment Base and Reliance on Local Business</b>									
a. Grow locally owned businesses											
b. Increase the number of jobs available											
c. Grow businesses that compliment or use local resources (i.e. Smuckers)											
d. Recruit and promote locally owned banks and reinvestments											
e. Encourage businesses and back to offer/accept "scripts" or local debit cards											
f. Promote cooperative or shared services											
g. Reduce the cost of doing business in Chico											
h. Encourage or incentivize outside contractors to use local labor and materials											
i. Conserve productive or prime soil ag land											
j. Develop and a train skilled work force											
k. Develop affordable or "work force" housing											
l. Develop wages based on a cost of living index (Santa Monica example)											
m. Promote "green" businesses and institutions											
n. Increase economic diversity in both numbers and types of jobs											
o. Reduce unemployment rate											
p. Research capturing on-line service taxes/revenues											

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		<b>4. Resource Protection and Enhancement.</b>									
<b>Water</b>											
a. Increase outside water use efficiency (i.e. native plants, xeriscaping)											
b. Increase inside water use efficiency (i.e. water efficient or waterless fixtures)											
c. Require water metering upon sale of older homes											
d. Increase water recharge through rainwater capture etc.											
e. Promote use of grey or reclaimed water											
f. Increase use of pervious concrete and other surfaces in developments											
g. Reestablish a balance between recharge and water use.											
h. Reduce parking lot run-off into storm drains											
i. Promote Bioswales											
<b>Solid Waste/Recycling</b>											
a. Reduce reliance on nonrenewable building materials											
b. Adopt a green building ordinance											
c. Adopt a construction/demolition recycling ordinance											
d. Encourage construction of a Materials Recovery Facility (MRF) at the landfill											
e. Increase tipping fees at the landfill to encourage reducing waste disposed											

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		g. Make trash service mandatory in Chico Urban Area (Butte County?).									
h. Establish single franchise or franchise zones for trash collection											
i. Establish ordinance to ban plastic bags and polystyrene take out packaging.											
j. Promote the use of reusable materials in the local economy (i.e.											
k. Promote businesses that use recycled materials (RMDZ)											
l. Increase multifamily recycling levels											
m. Increase commercial recycling levels or make recycling mandatory											
n. Increase greenwaste and food waste composting or digestion.											
o. Consider establishing a volume based solid waste collection rates											
p. Provide for bulky waste reuse or collections to decrease illegal dumping											
q. Provide more convenient community recycling locations											
<b>Energy</b>											
a. Require homes to be upgraded to minimum energy standards upon resale											
<b>5. Enhance Chico's Character and Identity.</b>											

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		<b>6. Livable Neighborhoods as Community Foundation.</b>									
<b>7. Development Patterns that Offer Alternatives to Automobile Use.</b>											
a. Promote cooperative and shared services (i.e. child care facilities)											
b. Decrease per capita vehicle miles traveled											
c. Increase number of bike lanes, paths and routes (priority on Class I)	% increase in miles										
d. Increase safe routes to schools/destinations											
e. Reduce travel time											
f. Promote higher housing densities along transit corridors											
g. Use more efficient transit routes and vehicles											
h, Increase in peripheral parking lots (i.e. park and rides) that connect to transit Provide incentives to employees/students to use alternative transportation (i.e. l, require busing for Form 10 students)											
j, Improve connectivity between neighborhoods and development											
k. Increase number of neighborhood parks											
l. Develop a clear and reinforced urban boundary											

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		m. Develop more neighborhood cores									
n. Install more bike racks and diversify the styles and locations											
o. Install more public water fountains to encourage biking and pedestrians.											
p. Install more bus shelters											
q. Increase the urban forest											
r. Provide safer sidewalks and more pedestrian and bike friendly street lighting (i.e. reduce glare)											
s. Use ground level solar lighting on sidewalks and pedestrian corridors											
t. Develop incentives or disincentives to increase the use of alternative transportation											
u. Encourage businesses to provide delivery services or incentives to not drive to their stores/locations.											
<b>8. Performance Based Service Standards and Resource Allocation for Sustainability.</b>											
<b>9. Social Services and Systems for All Chico Residents.</b>											

## ADDITIONAL SUSTAINABILITY INDICATORS

(SEE ALSO: U.S. MAYORS HANDBOOK)

### **1. Planned and Balanced Growth and Conservation**

- a. Make conservation of resources the primary consideration
- b. Growth Locations
  - i. Growth strongly discouraged beyond currently urbanized or designated areas
  - ii. Growth only in locations conducive to efficient public services and infrastructure
  - iii. Prioritize residential development in mixed-use urban centers and on traffic corridors
  - iv. Residential development only in close proximity to commercial centers
  - v. Infill development that protects quality of existing neighborhoods
- c. Building types
  - i. Immediate: Require disclosure of energy use and efficiency measures on sale
  - ii. Intermediate: Require passive solar orientation, increased insulation, shading, etc
  - iii. Long-term: Green building incentives, requirements and education
    - (1) LEED standards for commercial, industrial, and city buildings.
    - (2) Green Point or similar standards for residential
- d. Housing types
  - i. Prioritize changing needs of smaller households and an aging population
  - ii. Emphasize conservation in design, size, orientation, and materials
  - iii. Emphasize housing affordable to median and below median income households
  - iv. Reduce home sizes to conserve resources, energy, cost, and prices
  - v. Diversified housing in all development, serving a broader range of needs
- e. Conservation
  - i. Permanent protection for natural areas, sensitive habitats, and riparian and wildlife corridors
  - ii. Strict protection of recharge areas for groundwater, shallow aquifers, wetlands, and streams
  - iii. Permanent preservation of agricultural soils, adequately buffered to maintain viability
  - iv. Mitigation fees paid to offset development impacts on food production
  - v. Cluster development along single-loaded streets near protected areas and farm land

### **2. Healthy Environment with a Reduced Ecological Footprint**

- a. Overarching Policy: Adopt the Precautionary Principle
  - i. A “first do no harm” policy toward life support systems: air, water, land, soil, natural habitat, etc.
    - (1) E.g., preserve agricultural parcels for local food production and security
  - ii. Avoiding environmental impacts is always more sustainable than mitigation
- b. Air Quality
  - i. Set improvement goals - e.g. 5% annual reduction of pollutants and CO2 emissions
  - ii. Reduced vehicle idling and stop and go traffic
  - iii. Reduced burning of wood, orchard prunings, and green waste in Chico’s “airshed”
- c. Greenhouse Gas Emissions (ALSO INSERT Energy Use from Resource Protection 4.d., below)
  - i. Reduced overall energy use citywide and per capita - e.g. 3% average per year first 5 years
  - ii. Increased household and business conservation practices and efficiency measures (both)
  - iii. Increased renewable energy percentage citywide and per capita
  - iv. Increased energy efficiency and renewables in new and existing buildings
  - v. Conservation incentives, including accelerating use fees and taxes for utilities and water
  - vi. Offsite measures to offset use of fossil fuels
  - vii. Percentage of high mileage, low emission vehicles in City fleet and citywide
  - viii. Electric vehicle use and charging stations in parking lots
  - ix. Increased composting, methane generation, and co-generation

- d. Water Quality - combine with Resource Protection 4.a.
- e. Resource Conservation, Reduced Consumption
  - i. Educate and promote public, business, and personal practices to reduce waste
  - ii. Bulk purchasing and reduced packaging
  - iii. Local use of 100% postconsumer recycled or tree free paper
- f. Toxic materials
  - i. City, residential, business, and citywide purchase, use, and disposal
  - ii. Hazardous waste sites, toxic groundwater plumes, and contaminated sites requiring cleanup
- g. Heat Sinks
  - i. Reduced percentage of unshaded paved surfaces citywide
  - ii. Reduced unshaded paving in private and public parking areas
  - iii. Number of shade trees planted annually
  - iv. Number of private and street trees per capita
  - v. Green roofs
- h. Dark Skies
  - i. Avoid new sources and reduce existing sources of nighttime glare from lighting
  - ii. Locate and orient street and parking lot lighting primarily for pedestrian and cyclist safety
  - iii. Emphasize low lighting to avoid glare and light spillage into unnecessary areas
  - iv. Avoid lighting along open spaces where wildlife and nighttime views are significant

### 3. **Strong Local Economy with Diversified Employment Base and Reliance on Local Business**

- a. (After 3a) Promote businesses providing renewable energy and high efficiency goods
- b. (Modify 3b) Increase the number of **living wage** jobs available
- c. (Modify 3i) Conserve productive or prime soil ag land **for local food production**
- d. Conserve and manage fertile soils in developed and developing areas for local food production
- e. (Modify 3j) Develop, train, **and retain** a skilled work force
- f. Emphasize green job training and development for a transition to a green economy
- g. Decreased income disparity
- h. City staff residing locally
- i. Increase economic diversity
- j. Prioritize services and manufacturing for a more stable economic and tax base
- k. Increase wealth generated from non-building activities or independence from outside resources
- l. Reduce role of retail sales and consumption as a measure of economic strength
- m. Reduce reliance on sales tax as a dominant source of City revenue
- n. Enhance opportunities for neighborhood and locally owned business
  - i. Facilitate zoning, permits and fees for small retail, e.g., under 5-10,000 square feet
  - ii. Restrict concentrations of big box, auto-dependent retail to present locations
  - iii. Cap new retail size to, e.g., 50-80,000 square feet
  - iv. Require a use permit for retail stores exceeding, e.g. 30,000 square feet
  - v. Restrict retail stores exceeding, e.g., 10,000 square feet to urbanized infill sites
  - vi. Reduce dependence on physical expansion for economic health
- o. Increase locally owned business as a percentage of gross sales
- p. Increase percentage of business utilizing local “waste” for added value

#### 4. **Resource Protection and Enhancement**

- a. Water quality and quantity
  - i. Minimize stormwater runoff and enhance recharge of natural shallow aquifer
  - ii. Education and promotion of water efficiency and conservation
  - iii. Eliminate passive turf for landscape
  - iv. Eliminate dry weather runoff
  - v. Efficient irrigation systems and techniques
  - vi. Waterless and low flow fixtures and reuse of graywater
- b. Solid Waste/Recycling and Reuse ("waste equals food" concept)
  - i. Reduced conveyance of used materials to the landfill
  - ii. Reduced stream of "waste" (wasted) materials leaving the local economy
  - iii. Increasing percentage of recycled and reused materials
  - iv. Reduced use of single use water bottles
  - v. Recycling bins accompany waste receptacles in all public and commercial locations
  - vi. Monthly collection days for recycling of atypical plastic materials (e.g., PVC, hoses)
- c. Energy use (from stationary sources) - **MOVE** under Greenhouse Gas Emissions above

#### 5. **Enhance Chico's Character and Identity**

- a. Preserve Chico's "sense of place" between open foothills and orchards
- b. Preserve and enhance the compactness of Chico's urban form for walkability and less traffic
- c. Preserve and emulate the diversity and quality of Chico's older traditional neighborhoods
- d. Avoid homogenous development lacking widely diverse styles, sizes and prices
- e. Increase home ownership opportunities within neighborhoods for diversity and maintenance
- f. Increase commercial diversity throughout the community, adjacent to and within neighborhoods
- g. Improve downtown housing opportunities, enhancing the diversity of retail and services
- h. Reduce role of concentrated shopping areas, isolated from homes and offices
- i. Transitional planning to convert malls to urban villages
- j. Increased acreage of parks, greenways, and open space per capita
- k. Neighborhood and regionally appropriate vegetation

#### 6. **Livable Neighborhoods as Community Foundation**

- a. Neighborhoods with intimate, shaded streets designed for a sense of community and safety
- b. Diverse but compatible home styles, sizes, and price ranges to serve widely varied needs
- c. Streets as walkable, multi-functional common areas, de-emphasizing primacy of automobiles
- d. Neighborhood focal points for interaction and play
- e. Close proximity of commercial, services, and recreation for walking and interaction
- f. Active living areas and porches facing the street for interaction with the street and neighborhood
- g. Minimal front setbacks with homes close to the street
- h. Garages set behind, well back, or eliminated to avoid the isolation of a wall of garages

#### 7. **Development Patterns that Offer Alternatives to Automobile Use**

**Consider making this #2 or #3 above because of its dominant influence on CO2 emissions**

- a. Strong emphasis on compact and mixed use development, with firm urban boundaries
- b. No further urban expansion where not currently zoned for urban uses
- c. Inhibit auto speed through neighborhoods with narrow streets and street parking
- d. Narrow lane, single lane, or shared lane local streets where auto use is low
- e. Multi-use walkable, recreational neighborhood streets, de-emphasizing auto use (Dutch Woonerts)
- f. Bicycle boulevards, restricting and slowing auto access
- g. Safe routes to schools, school participation, parental education and involvement

## 8. Performance Based Service Standards and Resource Conservation for Sustainability

- a. City
  - i. Departmental goals and time frames
  - ii. Purchasing and reuse policies and practices
  - iii. Infrastructure priorities based on least necessary use of materials and economic resources
  - iv. Simplified street and drainage systems, emphasizing reliance on natural systems
  - v. De-emphasize role and convenience of auto use
  - vi. Reduced use of toxic materials
  - vii. Service level standards determined by priority and necessity, maintained or improved
- b. Citywide
  - i. Measure, monitor, maintain and improve streamwater quality, groundwater quality and quantity, air quality
  - ii. De-emphasize resource use and consumption as a measure of economic vitality
  - iii. Emphasize improved quality, rather than quantity (more may not be better or feasible)

## 9. Social Services and Systems for All Chico Residents

(Too narrow as the 3d leg of Sustainability. Rename? E.g., **Social Equity and Human Dignity**)

- a. Basic Needs - Shelter
  - i. Homeless numbers and services
  - ii. Percentage and distribution of home ownership
  - iii. Percentage of income for mortgage or rent payments
  - iv. Affordable housing for special needs groups
  - v. Deed restricted affordable housing units
- b. Basic Needs - Food Security
  - i. Nutrition levels and education
  - ii. Percentage of foods purchased, grown locally
    - (1) Stores and restaurants providing locally grown foods
    - (2) Programs to facilitate store and restaurant purchase of local foods
    - (3) Residents buying from farmers markets
    - (4) Households with gardens
    - (5) Subscribers to community supported agriculture (CSA) services
    - (6) Institutional commitments to using local organic foods
  - iii. School garden programs
  - iv. Permanently preserved farm lands and community gardens
  - v. City composting, land trust and educational programs supporting local agriculture
- c. Basic Needs - Health and Health Care
  - i. Rates of respiratory and cardiovascular disease
  - ii. Nutrition, obesity and diabetes
  - iii. Infant mortality
  - iv. Childhood pregnancy
  - v. Medical service and insurance availability
  - vi. Health education
  - vii. Attainment of state and federal air quality standards

- d. Basic Needs - Public Safety
  - i. Pedestrian and bicycle safety
  - ii. Resident perception of safety
  - iii. Incidents of abuse
  - iv. Emergency response times
  - v. Crime rates - violent, nonviolent, economic crimes
  - vi. Incarceration rates
  - vii. Diversion and rehab services
- e. Basic Needs - Economic Opportunity
  - i. Average incomes
  - ii. Unemployment, underemployment
  - iii. Job security and satisfaction
  - iv. Jobs gained/lost in community
- f. Education
  - i. Education and literacy levels
  - ii. Graduation/dropout ratio
  - iii. College graduate retention
- g. Recreation
  - i. Parks or recreational facilities readily accessible to all locations
- h. Human Dignity
  - i. Incidents of discrimination
  - ii. "Happiness quotient"
- i. Civic Participation
  - i. Voter participation
  - ii. Participation in civic affairs or neighborhood organizations
  - iii. Overall sense of empowerment
  - iv. Volunteering

February 9, 2009

Poverty of Imagination

Blog article by James Kunstler, bestselling author of "The Long Emergency"

Venturing out each day into this land of strip malls, freeways, office parks, and McHousing pods, one can't help but be impressed at how America looks the same as it did a few years ago, while seemingly overnight we have become another country. All the old mechanisms that enabled our way of life are broken, especially endless revolving credit, at every level, from household to business to the banks to the US Treasury.

Peak energy has combined with the diminishing returns of over-investments in complexity to pull the "kill switch" on our vaunted "way of life" -- the set of arrangements that we won't apologize for or negotiate. So, the big question before the nation is: do we try to re-start the whole smoking, creaking hopeless, futureless machine? Or do we start behaving differently?

The attempted re-start of revolving debt consumerism is an exercise in futility. We've reached the limit of being able to create additional debt at any level without causing further damage, additional distortions, and new perversities of economy (and of society, too). We can't raise credit card ceilings for people with no ability make monthly payments. We can't promote more mortgages for people with no income. We can't crank up a home-building industry with our massive inventory of unsold, and over-priced houses built in the wrong places. We can't ramp back up the blue light special shopping fiesta. We can't return to the heyday of Happy Motoring, no matter how many bridges we fix or how many additional ring highways we build around our already-overblown and over-sprawled metroplexes. Mostly, we can't return to the now-complete "growth" cycle of "economic expansion." We're done with all that. History is done with our doing that, for now.

So far -- after two weeks in office -- the Obama team seems bent on a campaign to sustain the unsustainable at all costs, to attempt to do all the impossible things listed above. Mr. Obama is not the only one, of course, who is invoking the quest for renewed "growth." This is a tragic error in collective thinking. What we really face is a comprehensive contraction in our activities, especially the scale of our activities, and the pressing need to readjust the systems of everyday life to a level of decreased complexity.

For instance, the myth that we can become "energy independent and yet remain car-dependent" is absurd. In terms of liquid fuels, we're simply trapped. We import two-thirds of the oil we use and there is absolutely no chance that drill-drill-drilling (or any other scheme) will change that. The public and our leaders can not face the reality of this. The great wish for "alternative" liquid fuels (bio fuels, algae excreta) will never be anything more than a wish at the scales required, and the parallel wish to keep all our cars running by other means -- hydrogen fuel cells, electric motors -- is equally idle and foolish. We cannot face the mandate of reality, which is to do everything possible to make our living places walkable, and connect them with public transit. The stimulus bills in congress clearly illustrate our failure to understand the situation.

The attempt to restart "consumerism" will be equally disappointing. It was a manifestation of the short peak energy decades of history, and now that we're past peak energy, it's over. That

seventy percent of the economy is over, especially the part that allowed people to buy stuff with no money.

From now on people will have to buy stuff with money they earn and save, and they will be buying a lot less stuff. For a while, a lot of stuff will circulate through the yard sales and Craigslist, and some resourceful people will get busy fixing broken stuff that still has value. But the other infrastructure of shopping is toast, especially the malls, the strip malls, the real estate investment trusts that own it all, many of the banks that lent money to the REITs, the chain-stores and chain eateries, of course, and, alas, the non-chain mom-and-pop boutiques in these highway-oriented venues.

Washington is evidently seized by panic right now. I don't know anyone who works in the White House, but I must suppose that they have learned in two weeks that these systems are absolutely tanking, that the previous way of life that everybody was so set on not apologizing for has reached the end of the line. We seem to be learning a new and interesting lesson: that even a team that promises change is actually petrified of too much change, especially change that they can't really control.

The argument about "change" during the election was sufficiently vague that no one was really challenged to articulate a future that wasn't, materially, more-of-the-same. I suppose the Obama team may have thought they would only administer it differently than the Bush team -- but basically life in the USA would continue being about all those trips to the mall, and the cubicle jobs to support that, and the family safaris to visit Grandma in Lansing, and the vacations at Sea World, and Skipper's \$20,000 college loan, and Dad's yearly junket to Las Vegas, and refinancing the house, and rolling over this loan and that loan... and that has all led to a very dead end in a dark place.

If this nation wants to survive without an intense political convulsion, there's a lot we can do, but none of it is being voiced in any corner of Washington at this time. We have to get off of petro-agriculture and grow our food locally, at a smaller scale, with more people working on it and fewer machines. This is an enormous project, which implies change in everything from property allocation to farming methods to new social relations. But if we don't focus on it right away, a lot of Americans will end up starving, and rather soon. We have to rebuild the railroad system in the US, and electrify it, and make it every bit as good as the system we once had that was the envy of the world. If we don't get started on this right away, we're screwed. We will have tremendous trouble moving people and goods around this continent-sized nation. We have to reactivate our small towns and cities because the metroplexes are going to fail at their current scale of operation. We have to prepare for manufacturing at a much smaller (and local) scale than the scale represented by General Motors.

The political theater of the moment in Washington is not focused on any of this, but on the illusion that we can find new ways of keeping the old ways going. Many observers have noted lately how passive the American public is in the face of their dreadful accelerating losses. It's a tragic mistake to tell them that they can have it all back again. We'll see a striking illustration of "phase change" as the public mood goes from cow-like incomprehension to grizzly bear-like rage. Not only will they discover the impossibility of getting back to where they were, but they will see the panicked actions of Washington drive what remains of our capital resources down a rat

hole.

A consensus is firming up on each side of the "stimulus" question, largely along party lines -- simply those who are for it and those who are against it, mostly by degrees. Nobody in either party -- including supposed independents such as Bernie Sanders or John McCain, not to mention President Obama -- has a position for directing public resources and effort at any of the things I mentioned above: future food security, future travel-and-transport security, or the future security of livable, walkable dwelling places based on local networks of economic interdependency. This striking poverty of imagination may lead to change that will tear the nation to pieces.

The New Urbanists have preached for years that conventional suburbia would fail America in the long run, and that we'd have to prepare for this failure by restoring traditional modes of occupying the landscape. So far, the Obama team has not been willing to identify the suburban system as the heart of our economic problem. They can't recognize it for what it truly is: a living arrangement with no future - and an economic, ecological, and spiritual disaster. It is, of course, the primary reason why we find ourselves in the deadly predicament of importing over two-thirds of the oil we use every day.

But then, more than half the population lives the suburban way of life, with its deadly mortgage traps, its mandatory motoring, and its civic disengagements. Nobody in power dares tell the truth: that we can't live this way anymore.

**Linda Herman - Indicators**

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**From:** "McNall, Scott" <SMcNall@csuchico.edu>  
**To:** "Linda Herman" <LHERMAN@ci.chico.ca.us>, "Schwab, Ann" <ASchwab@csuchico.edu>  
**Date:** 1/27/2009 3:02 PM  
**Subject:** Indicators  
**CC:** "Pushnik, James" <JPushnik@csuchico.edu>

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Ann and Linda:

I'd like to add my thoughts to the discussion about the development of indicators for sustainability. There is the old saw, "you get what you measure; so choose your measures carefully." To that I would add, "if you measure it; it will cost you." (And, if you want to measure change over time, you will have continuing costs.) While brainstorming allows for members of the group to get involved, I think it also has the potential for raising unrealistic expectations about what can be measured and changed.

I say this because of my involvement in campus sustainability efforts. It has and will cost the university a substantial amount of time and money to measure determine if we are "sustainable" and if we are making progress toward our goals. One full-time staff position is being devoted to the development of a new greenhouse gas inventory, the development of benchmarks, etc. (This does not count the person hours devoted to various agencies on water use, energy use, etc.)

So, my recommendation is to focus on data you already collect for the city, with the recognition that each additional measure comes with a cost.

If we had a clear understanding of where we want to go, that will also help us to sharpen the discussions. Maybe a reminder at the next meeting of what the committee's purpose is, and what our goals are, will help.

Just a suggestion.

Scott

## Linda Herman - Indicators for Sustainability

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**From:** "McNall, Scott" <SMcNall@csuchico.edu>  
**To:** "Ann Schwab" <aschwab@ci.chico.ca.us>, "Pushnik, James" <JPushnik@csuchico.edu>, "Kate Taft" <kraft@gmail.com>, "Jon Luvaas" <jonluvaas@gmail.com>  
**Date:** 2/10/2009 10:04 AM  
**Subject:** Indicators for Sustainability  
**CC:** "Linda Herman" <LHERMAN@ci.chico.ca.us>

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If you haven't already looked at the site:

[Sustainablemeasures.com](http://Sustainablemeasures.com)

Check it out because it has indicators for communities about all of the dimensions of sustainability.

Scott