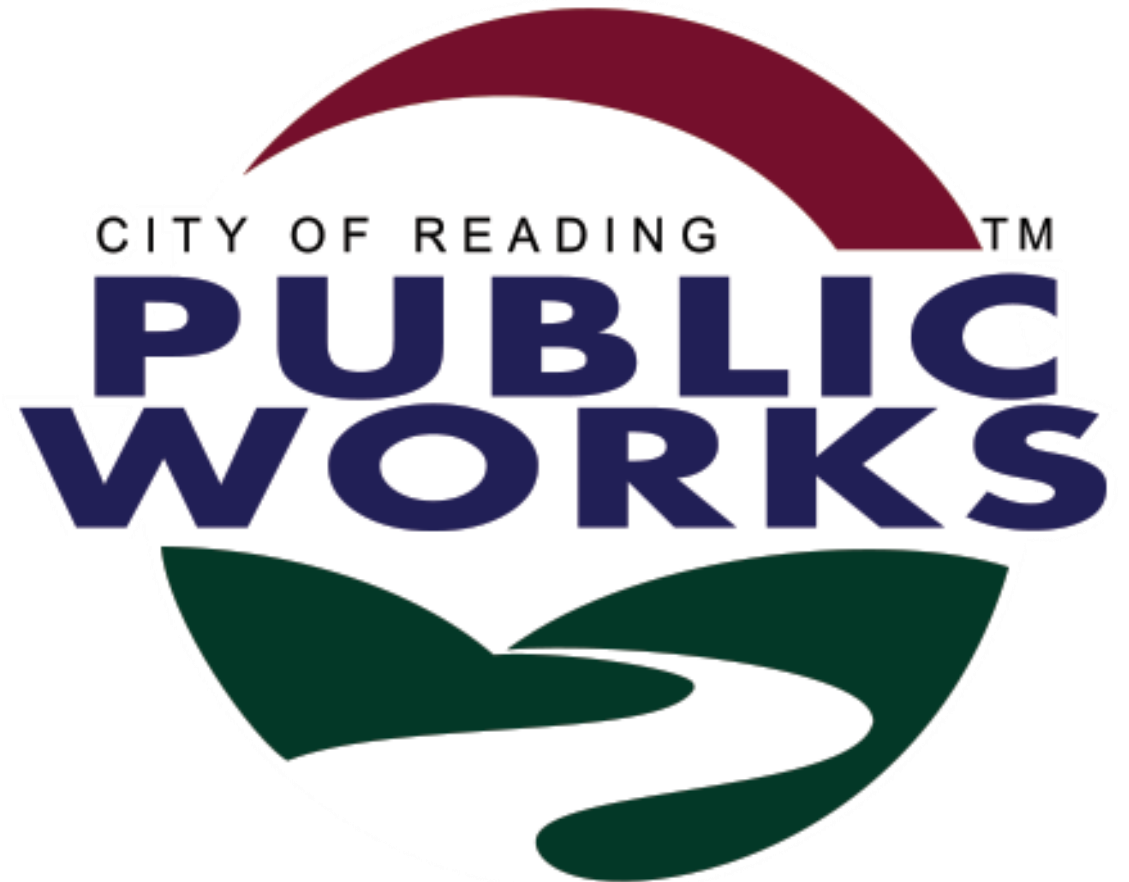


Track it & Report it!

- Bethany Ayers Fisher
- Sustainability Manager
- City of Reading Public Works Department
- Pennsylvania Municipal League Sustainability Conference
- November 2, 2023



CITY OF READING
ENVIRONMENTAL
ADVISORY COUNCIL

Green • Sustainable • Resilient

Categories, Priorities, Co-Benefits & Lenses

FOCUS ON THE SUSTAINABLE 6



ENERGY & GHG



WASTE



WATER



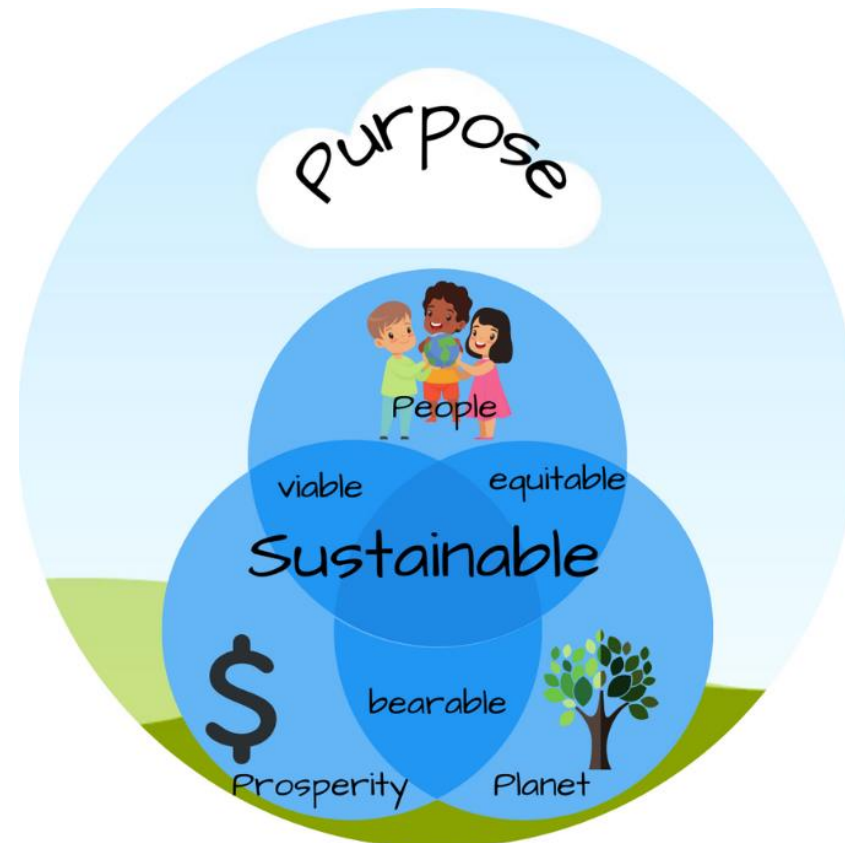
MOBILITY



PUBLIC HEALTH
& QUALITY
OF LIFE



COMMUNITY &
ECONOMIC
DEVELOPMENT



Sustainability Goals: United Nations

- <https://www.un.org/sustainabledevelopment/>



SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

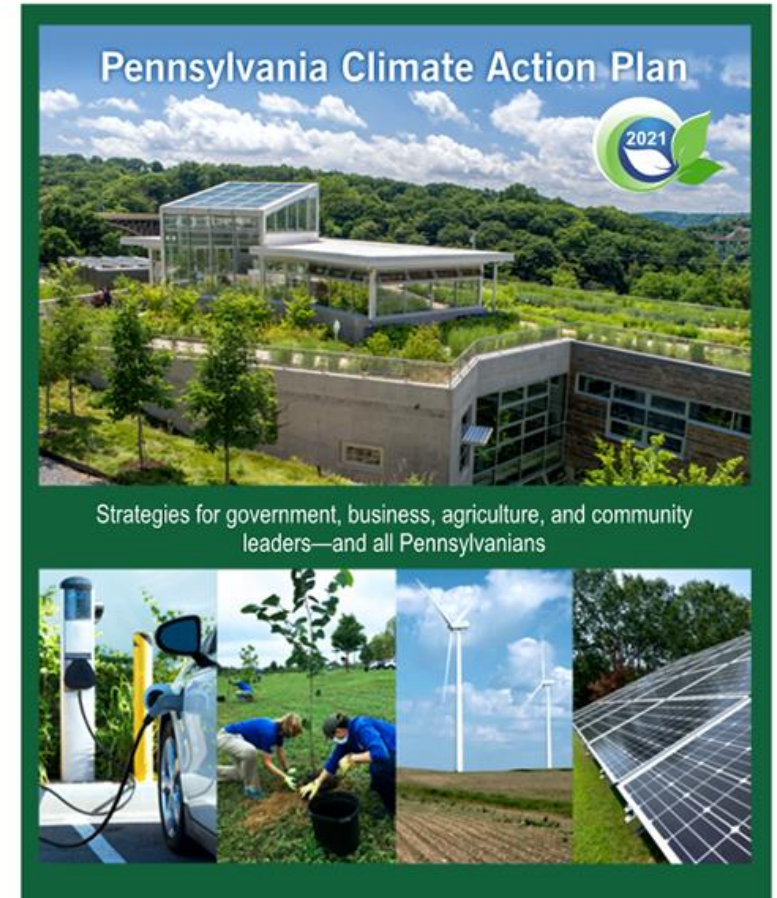


Pennsylvania Climate Action Plan

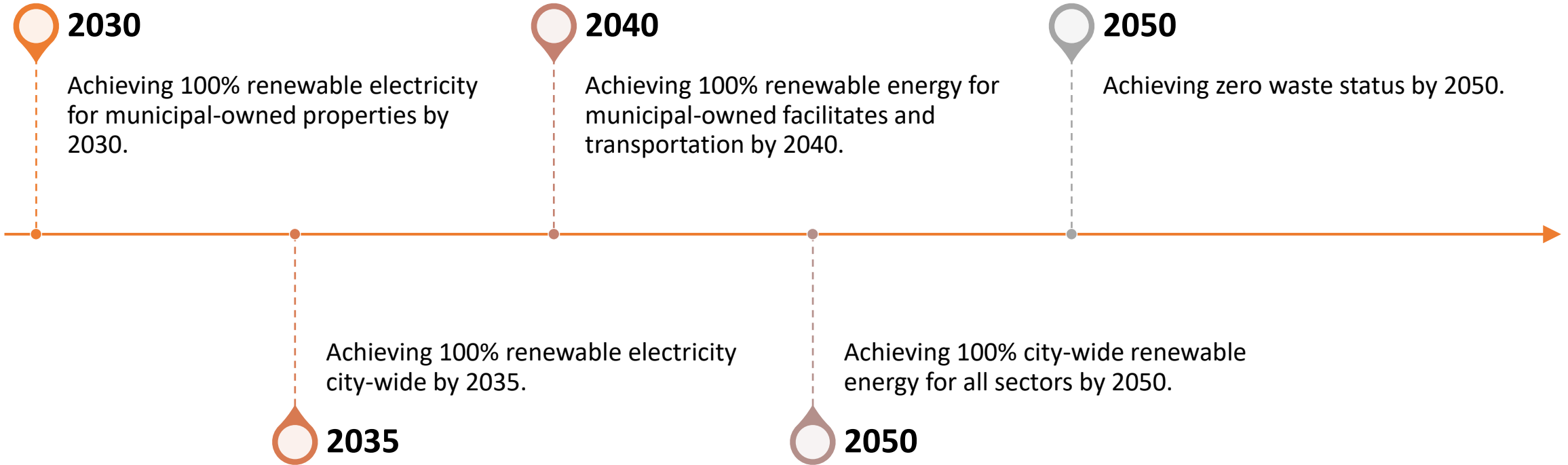
- [PA Climate Action Plan](#)

§ 27. Natural resources and the public estate.

The people have a right to clean air, pure water, and to the preservation of the natural, scenic, historic and esthetic values of the environment. Pennsylvania's public natural resources are the common property of all the people, including generations yet to come. As trustee of these resources, the Commonwealth shall conserve and maintain them for the benefit of all the people.
(May 18, 1971, P.L.769, J.R.3)



City of Reading Climate Resiliency & Sustainable Development Plan Goals



How do we increase infrastructure capacity & resiliency?

What resources do you need to participate?

Energy Priorities

- **Energy**
- Transition from fossil fuels for electricity & light duty fleet by 2030, for all sectors by 2050
- Increasing energy efficiency in buildings
- Electrification of new and remodeled buildings
- Installation of EV charging stations at public spaces
- Affordable clean energy for all community members
- Receive and provide technical & financial assistance for planning & implementation of projects

- Metrics
 - Number of oil heaters (municipal/residential/commercial)
 - Number of all electric buildings
 - Number of EV chargers
 - Number of EV vehicles (fleet/ community registrations)
 - Number of Solar/Geothermal/Wind generation projects
 - Energy Star Portfolio ratings

Waste Priorities



- Zero landfilled waste by 2050
- Curbside composting
- Enforce litter & dumping rules
- Support Extended Producer Responsibility Laws & Programs
- Ban single use plastic (non-medical use)

Metrics:

- per capita tons of waste & recycling by sector
- litter index surveys
- Illegal dumping sites- new & cleaned up
- Affordability of services
- Quality of services (missed stops, etc.)

Water Priorities

How do we increase infrastructure capacity & resiliency?

How do we keep our water utilities affordable for all residents?

Water

- Updates to WWTP & RAWA infrastructure
- Installation of Green Storm water infrastructure
- Removal of high hazard dams & floodplain restoration
- Access for clean drinking water for all neighbors
- Per Capita reduction of water usage
- Keep Public Infrastructure Public
- Public information & Education

Metrics:

- Per capita water usage
- Boil/ Do Not Use Advisories
- Number of customers in arrears
- Number of customers using financial assistance tools
- Stream quality ratings/ Neighbor Monitoring Programs
- Number of riparian buffers planted
- Number of GSI installed

Mobility Priorities

Mobility

- Active transportation plan (bike trail connections)
- Increasing public transportation (BARTA & Commuter Services)
- Intercity train & bus service
- Reduce the number of vehicle miles traveled
- Reduce the number of vehicles registered
- Increase the adoption of EV (fleet/ community registrations)
- Sidewalk renovation

Metrics

- Walkability Score (metric)(www.walkscore.com)
- Bike Score (metric)
- Public Electric Vehicle (EV) charging stations
- Ridership of BARTA
- Miles of bike trails & micro-transit lanes
- Blocks of sidewalk renovation

How we reduce the number of cars in the City?

How can we make our streets safer for walkers and micro transit users?

Public Health/Quality of Life Priorities

- Public health officers
- Affordable & Accessible Health Care for all neighbors
- Access to public recreation spaces & equipment
- Safe working conditions & good wages
- Access to affordable healthy food
- Access to green spaces

Metrics:

- Walkability Score
- Tree Equity Score
- Distance to parks/greenspace
- Number of community events/attendance
- Voter turnout
- Air quality
- Insurance coverage

Community & Economic Development Priorities

Community & Economic Development

- Incentivize affordable housing
- Increase home ownership
- Support clean energy & environmental stewardship jobs & training
- Provide tenant protections
- Remove lead paint contamination from housing
- Land protection/ preservation/restoration
- Develop a community guide for services & activities
- Develop neighborhood strategic plans with residents
- Redevelop blighted lots/brownfields to enhance neighborhoods
- Develop an equitable development score card
- Hire full time community outreach coordinators

Metrics:

- Homeownership rates (overall & by neighborhood)
- Employment rates (overall & by sector)
- Number of acres in preservation
- Number of evictions
- Number of business licenses
- Number of C-Pace Projects
- Number of LEED Certified buildings

Land use: is this an appropriate use?

Will this project enhance the environment & community?

Will future generations be able to do something different here?

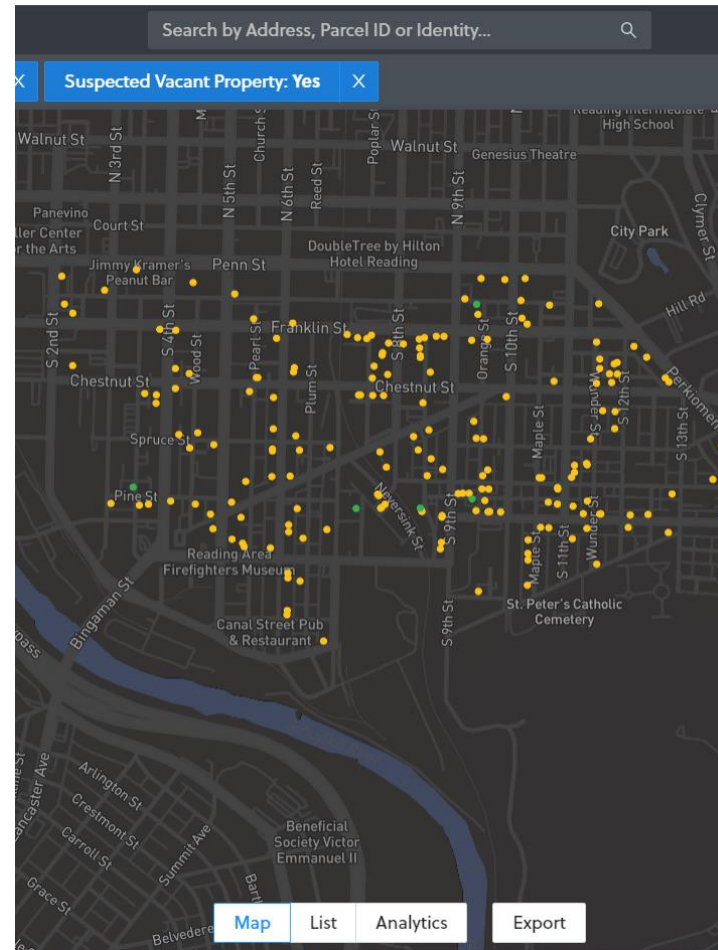
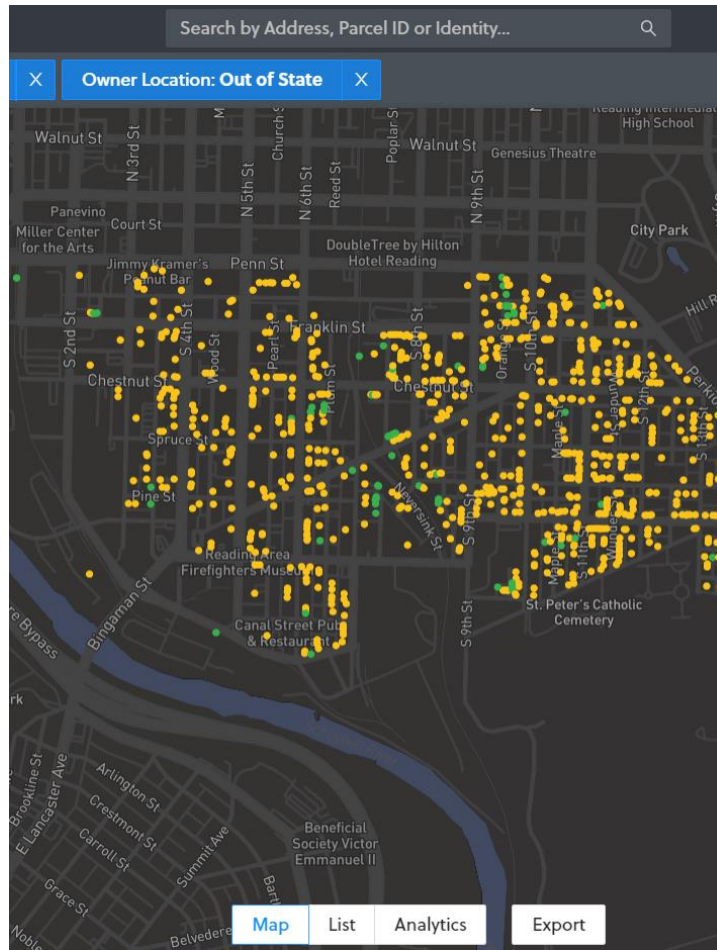
What are you already tracking???

- Check your permits and authority annual reports!
 - Annual reports: water authorities/departments, wastewater authorities/departments, solid waste & recycling authorities/departments, transportation authorities, etc.
- Call your friends!
 - Conservation Districts, Conservancy Orgs., Utilities, Chambers of Commerce, local colleges & universities, etc.
- Make sure to record *where* your metrics are coming from and when they are reported!

What are you already tracking???

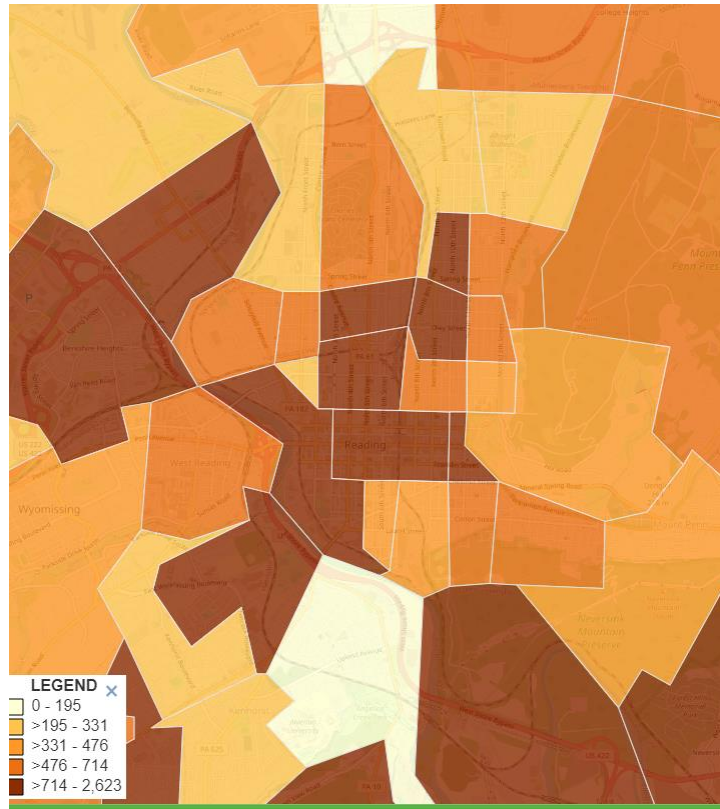
- National Data Sources
 - Census [U.S. Census Bureau QuickFacts: United States](#)
 - EPA EJ Screen [EJScreen \(epa.gov\)](#)
 - EPA Portfolio Manager <https://portfoliomanager.energystar.gov/pm>
 - Green Building Information Gateway <https://www.gbig.org/search>
 - CDC [National Environmental Public Health Tracking Network Data Explorer \(cdc.gov\)](#)
- Commonwealth Data Sources
 - PennEnviroScreen [PennEnviroScreen \(pa.gov\)](#)
- National & Local surveys
 - Walk Score [Get your Walk Score](#)
 - Tree Equity Score [Tree Equity Score](#)

What are you already tracking????



- **Housing: rental units/homeownership**
 - Community Development Department (Tolemi Building Blocks)
 - Census [Census Survey Explorer \(beta\)](#)
 - CDC

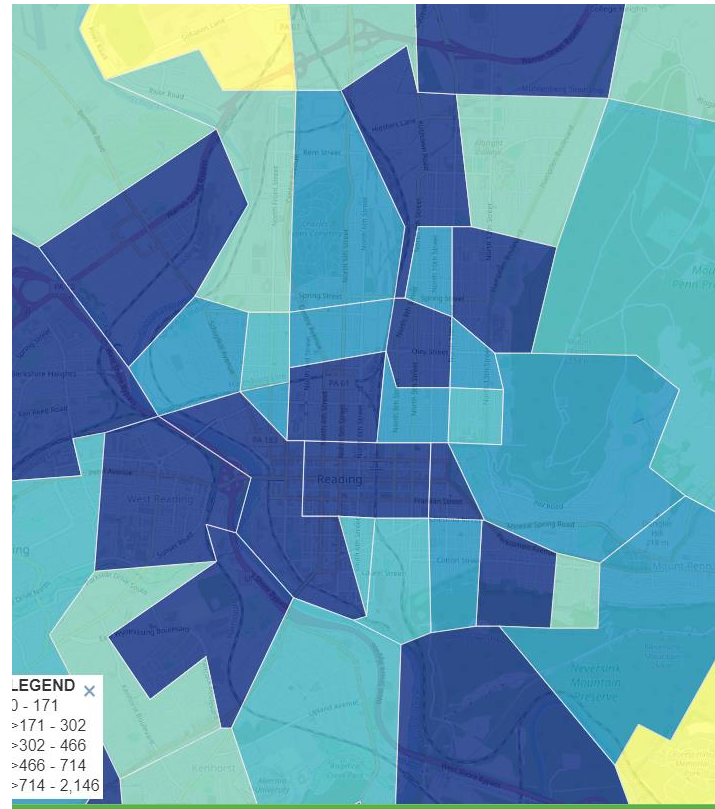
What are you already tracking????



COMMUNITY CHARACTERISTICS | HOUSEHOLDS | NUMBER OF RENTER-OCCUPIED HOUSING UNITS | PENNSYLVANIA | 2015



Explore more data at ephtracking.cdc.gov/Data



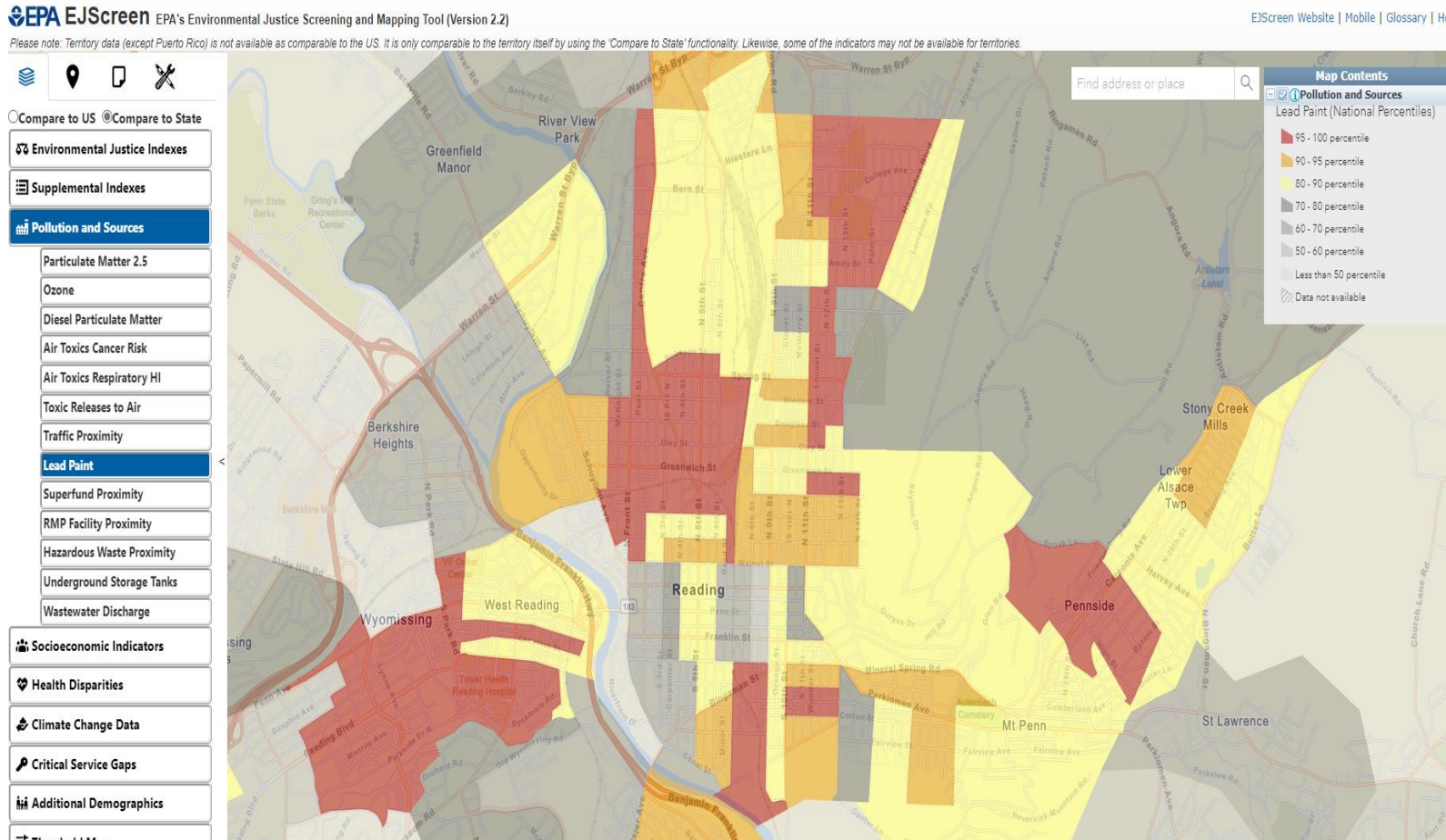
COMMUNITY CHARACTERISTICS | HOUSEHOLDS | NUMBER OF RENTER-OCCUPIED HOUSING UNITS | PENNSYLVANIA | 2020



Explore more data at ephtracking.cdc.gov/Data

- **Housing: rental units/homeownership**
 - Community Development Department
 - Census
 - CDC [National Environmental Public Health Tracking Network | Home \(cdc.gov\)](https://www.cdc.gov/nceh/etpn/)

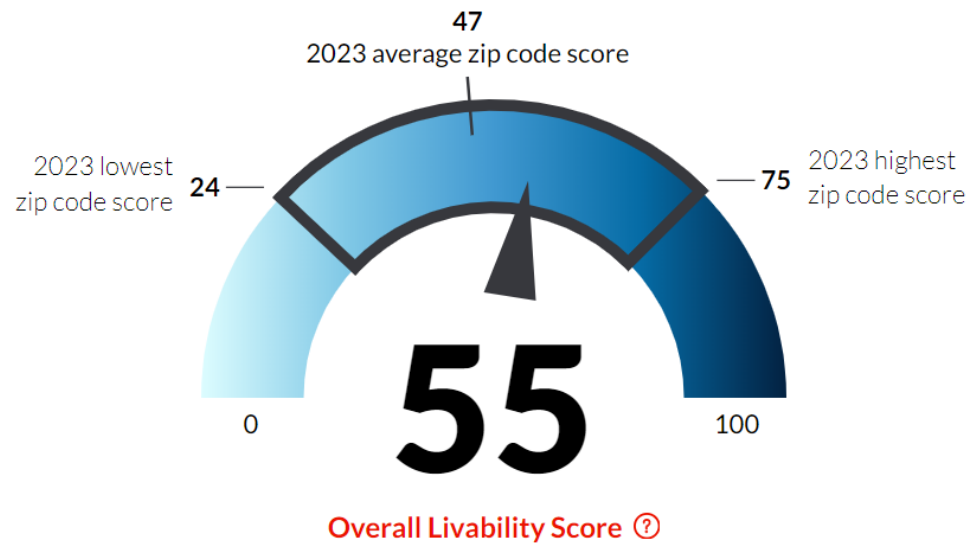
What are you already tracking????



- Lead paint- this map looks at the *likelihood* lead paint being present in the home or soil around the home, based on housing age.
- Good for targeting remediation programs
- Not useful for tracking remediation of homes

AARP resources

[AARP Livable Communities Publications and Resources](#)



The overall livability index score for **Zip Code 19601** is **55**.

This is in the **top half** of **communities** in the U.S.

- Overview
- Category Scores
- Characteristics
- Neighborhood Map
- Compare to Other Communities
- Customize Your Score
- Improve Your Community

Surprised by the score? Issues surrounding livable communities are complex and interconnected.

[Learn more about our methodology and the key factors of livability >](#)

Make reporting fun



- Work in partnership to develop & distribute reporting to decision makers & the public
- Websites, brochures, & community events
- Dashboards- energy usage, air quality monitoring, renewable energy production, etc.
- Make it simple to understand
- USE FOR GRANT APPLICATIONS!!!
- Press releases are your friend

Celebrate & Talk About It

- Press releases, news features, social media to celebrate successes
 - People DO want to hear GOOD NEWS
 - Use your local media to help drive interest & share on your social media
- Utilize local events
 - Earth Day, Cultural Festivals, Block Parties, etc.
 - Go to where people already are
- Share the struggles- but keep it positive
 - Always be honest- we don't get every grant- not every project works as expected
 - Focus on what did we learn- what are the next steps
 - What can stakeholders & neighbors do to support the goals

Contact Information

- Bethany Ayers Fisher, BS, MAL
- Sustainability Manager
- City of Reading, Public Works Department
- Bethany.ayers-fisher@ReadingPA.gov
- Sustainability@ReadingPA.gov
- 484-631-6378
- [Sustainability \(readingpa.gov\)](https://www.readingpa.gov/sustainability)
- www.readingpa.gov/sustainability

