



# **Going Green in Town Management – Policies and Practices**



**Town of Brighton**  
2300 Elmwood Avenue  
Rochester, New York 14618

**February 15, 2010**



“It’s not easy being green...”

- Everything we need to know we learned in Kindergarten. That’s why Sesame Street’s Kermit the Frog wisely focused on what it means to be green.
- Change isn’t easy, but it’s easier being green than we think.
- We must change our thinking, our behavior, and our culture to sustain a healthy environment and protect our planet’s future.

# Presentation

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- Internal government actions
- Government/community interface
- Community programs
- Future plans



# Green Brighton Task Force

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- Town-sponsored showing of Al Gore's film "*An Inconvenient Truth*" and panel discussion with environmental experts and community
- Establishment of Green Brighton Task Force: Operations, Code, Community
- Endorsement of Mayors' Climate Protection Agreement
- Membership in ICLEI – Local Governments for Sustainability and its Cities for Climate Protection program

# Task Force Mission

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The mission of the Green Brighton Task Force is to empower and encourage the Town of Brighton and its residents and institutions to use resources efficiently with an eye toward long-term **sustainability and stewardship** of our local and global environment.

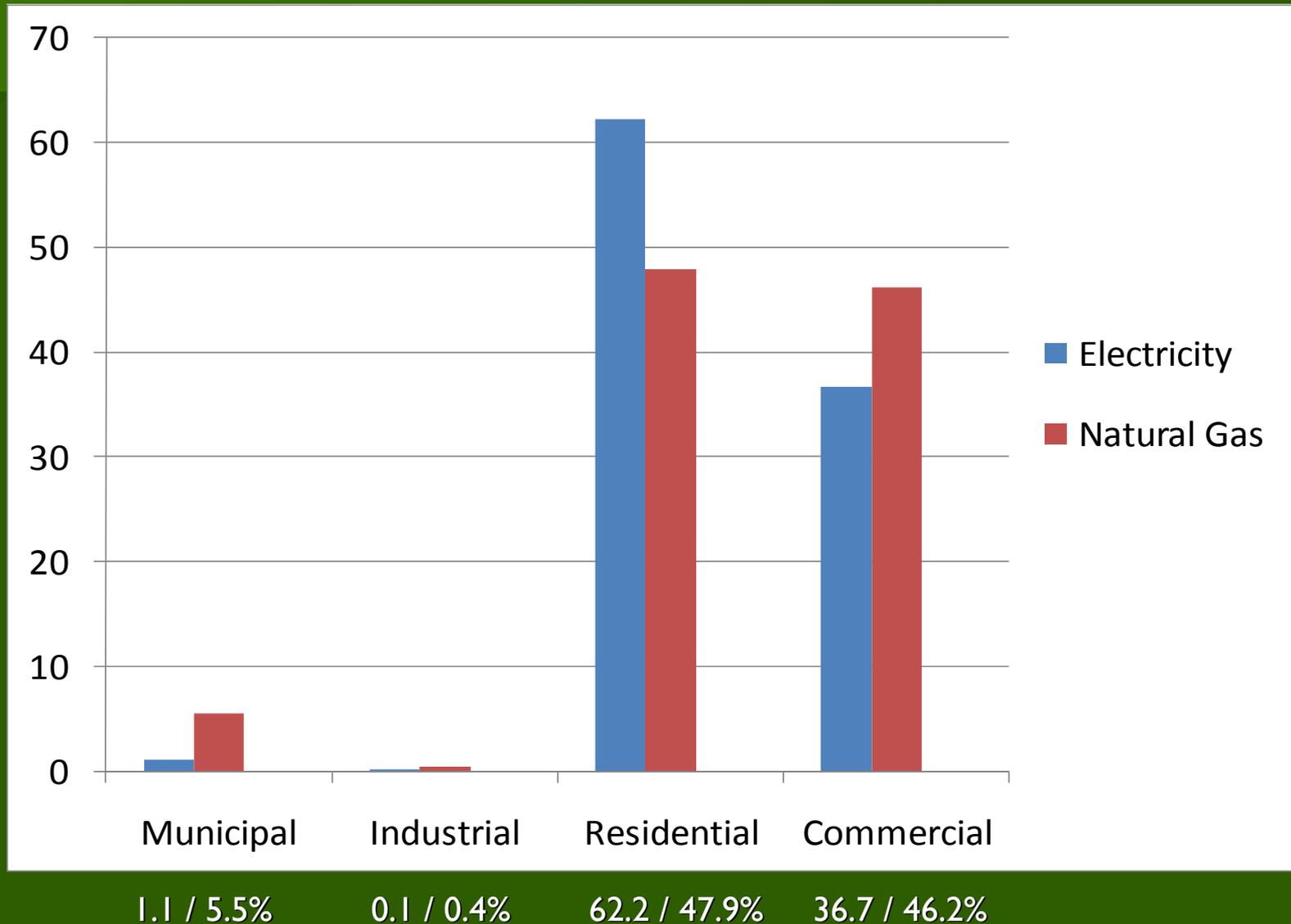
# Steering Committee Composition

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- Parks Advisory Council
- Conservation Board
- School Board
- Chamber of Commerce
- Educator
- Civil/Environmental Engineer
- Commissioner of Public Works
- School Superintendent
- Town Board, Public Works Committee Chair

# Community Energy Consumption

2007 data from Rochester Gas and Electric



# Operations:

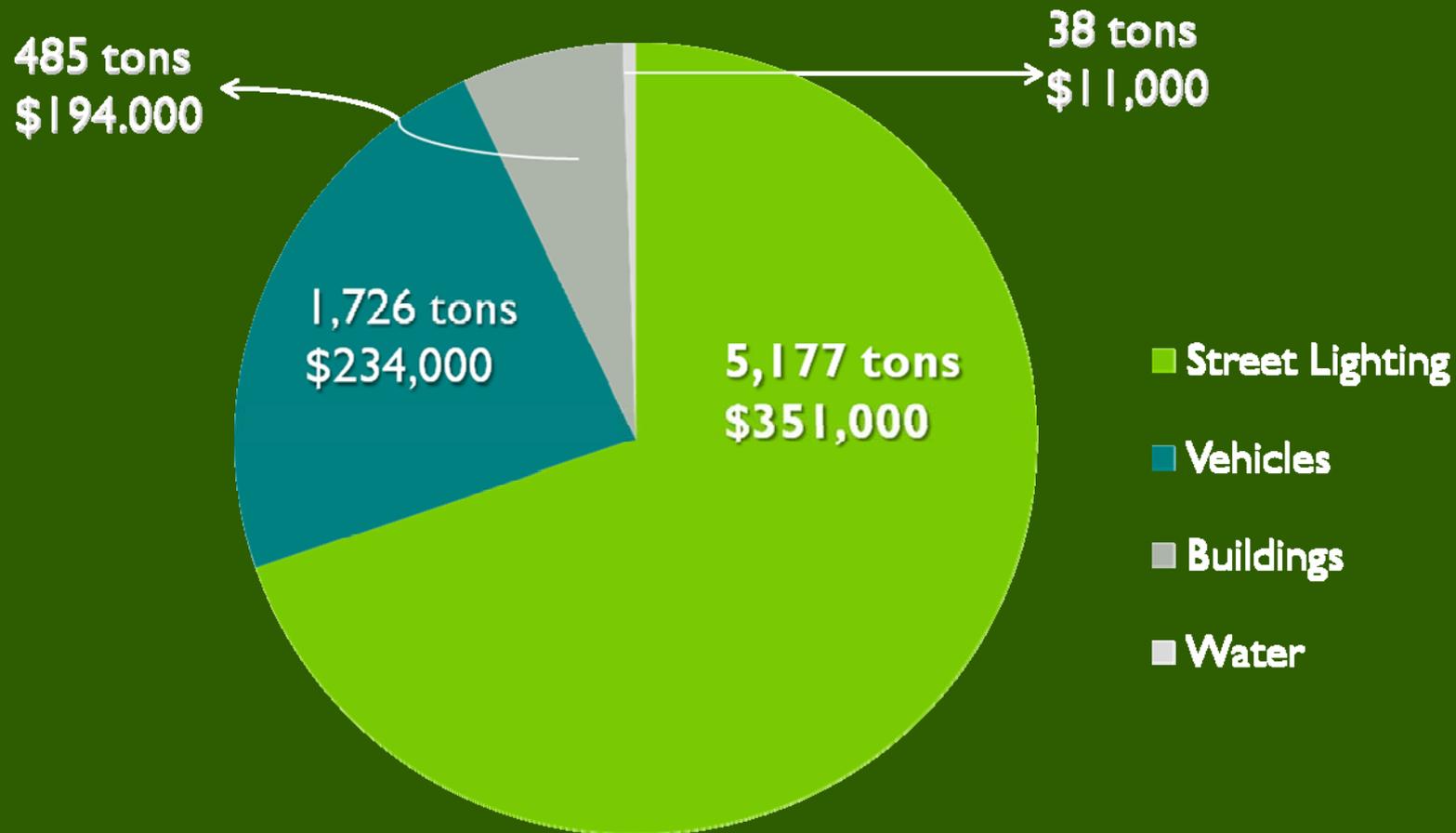
## Opportunities for Municipal Savings

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- Energy efficient street lighting
- Energy efficient indoor lighting
- Energy efficient heating/cooling systems
- Use of alternative fuels, energy efficient vehicles
- Waste reduction and recycling
- Water conservation and recycling
- Use of energy efficient STAR appliances, equipment, and computers; energy-saving practices
- Green policies and procedures

# 2005 Municipal Energy Usage

## Tons of CO<sub>2</sub> equivalent and Dollars Spent



Inventory completed using ICLEI software

# Operations:

## Governmental **Action**

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- **Streetlights:** Work with utility to use more energy efficient lighting
- **Vehicles:** Federally funded CO<sub>2</sub> Reduction Study by Rochester Institute of Technology, Center for Integrated Management Studies
  - Alternative fuels
  - Alternative vehicles
  - Operational procedures
  - New infrastructure

# Operations:

## Governmental **Action**

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### ■ **Buildings:**

- **NYSERDA** free **energy audit**
- Investigated insulation options
- Replaced Town Hall entrance doors for increased energy conservation
- Replaced incandescent light bulbs with compact **fluorescent bulbs**; installed new energy efficient **exit signs** in Town Hall

# Operations:

## Actions Already Achieved \*...



➤ Designated **Tree City USA**, adopted Tree Preservation Law and Urban Forestry Plan

- Created 427 acre town-wide **park system** to preserve green space and protect environmentally sensitive areas, and **trails** to promote pedestrian and bicycle travel
- Replaced incandescent light bulbs with energy saving compact **fluorescent bulbs** and installed energy efficient **exit signs** in Town Hall



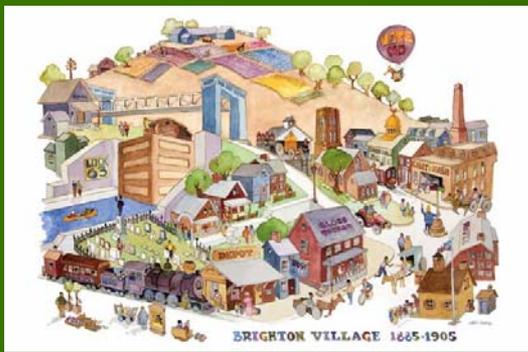
# Operations: Public Safety

- **Sidewalks:** main arterials, neighborhood network, safe routes to school (grants)
- Investigated geothermal heating, vent, and Public Safety Wing **HVAC** system: upgrade to the HVAC system will yield an annual savings of \$14,390

# Operations: Public Safety, cont.



- **No idling policy:** application to town-owned vehicles, police and emergency response vehicles
- Purchased **flex fuel** police vehicles



# Administrative Actions Town Clerk's Office

- ✓ Reduce the size of minute books to letter from legal size In 2000
- ✓ Recycle paper for printing drafts, Town Vouchers, faxes, duplicate tax bills, dog licenses (when we hand folks recycled paper at the counter and explain – they LOVE IT) 2001
- ✓ Minutes scanning, approval via e mail, deleting exhibits from hard copy sent to library - 2002-2010
- ✓ Collect discarded cell phones and donate them to Alternatives for Battered Women
- ✓ Recycle at every desk (use a box top and not a plastic bin) 2007

- ✓ Empty garbage without adding an additional plastic bag - 2008
- ✓ Keep website green: refresh to add e-forms, accept FOIL requests and scan responses under 4 pages for FREE (saving time, postage, and paper) header on e-mails re-printing when needed
- ✓ Circulate paper rather than copying for each person
- ✓ e-Code, e-McKinneys law subscription
- ✓ Presentation via smart phone or laptop instead of paper
- ✓ Ask all departments to distribute documents electronically, and to duplex if hard copies are needed
- ✓ Turn off computers at the end of the workday unless necessary for operations



# More Actions Achieved\*...

- Recycled composted yard debris as **free mulch** for residents
- Led regional coalition to comply with Federal **Storm water Phase 2 Regulations**
- Approved **wetlands and water course protection** in the Comprehensive Plan, Town Code, and SEQRA process
- Cleaned up “brownfield”
- Participated in Monroe County **paper, metal and glass recycling** program
- Approved installation of first wind turbine at a town park, will assess feasibility for use in other locations

# Code:

## Government-Community Interface

### ■ Mission Statement:

The goal of the Code Committee is to empower and to encourage governments, residents, businesses, and institutions to use resources in an efficient and sustainable way, through the Town's policies and regulations over building and land development.



# Code:

## Sample Reference Materials

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- Green Building Council's "Leadership in Energy and Environmental Design" ("LEED") standards
- U.S. Mayors' "Climate Action Handbook"
- Global Green's "Developing Green Building Programs"
- Other towns' environmental sustainability reports

# Code: Future Regulatory **Action**

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- Encourage green building practices
  - **LEED**-like construction in Incentive Zoning
  - Guidelines for use of **sustainable technologies**
  - Sustainability in **Environmental Impact Statements**-- energy use, carbon footprint
  - Information on green building practices for applicants in the **development review process**
  - **Green** specifications for bid documents
  - Meet with contractors

# Code:

## Future Regulatory **Action**, cont.

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- Investigate incentives or requirements for **LEED certification** in commercial and/or residential buildings
- Develop **bicycle- and pedestrian-friendly** regulations
- Encourage consideration of **alternative transit** accessibility in all new developments
- Create list of **sustainability principles** for incorporation in the Comprehensive Plan

# Code: Future Regulatory Considerations

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Solar collection systems



Off-street parking regulations



Forestry Plan



Commercial lighting



Mass transportation



Comprehensive Development Regulations



Public construction projects



Private projects funded with public dollars



Rain Garden

# Education/Community Programs

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ColorBrightonGreen.org

10 % Challenge

Green Energy Fair

Farmers' Market

Curb Your Car Week

Climate Change Café

Community Garden

Green Business Award

# Recycling Programs



## Town of Brighton Projects

- Clean Sweep
- Pharmaceutical Recycling
- Electronics Recycling and Shredding Day

## Monroe County Projects

- Paper, Glass, and Metal Recycling
- Hazardous Materials Recycling



# Brighton Clean Sweep

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- **Town-wide clean up** and beautification event
- Partner with schools to educate our children on the importance of a clean and healthy environment
- Remove litter and recyclables from area streets, pathways and waterways
- Builds community spirit, excitement and pride





# Brighton Pharmaceutical Collection and Disposal

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- Open from 8:00 a.m. - 1:00 p.m.
- 382 cars, representing 450 households  
(Average of 76 cars per hour, or 1.27 cars/minute)
- All mercury, aerosol cans and diabetic needles taken to County hazardous waste facility



# FINAL TALLIES

- Filled five 55-gallon drums and three 55-gallon bags (after using up all the drums)
- Collected 640 pounds of medications



# Brighton Farmers Market

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- Encourages locally-produced food
- Builds community
- Opened June 2008, added Winter Market 2009
- Central location promotes access by walking, bicycling, and mass transit
- Supports sustainable farming practices





# Brighton Community Garden



- Requires organic gardening methods
- Residents grew vegetables, herbs, and flowers
- Garden divided into 60 10'x10' plots
- Waiting list of 40+ and will expand the garden in 2010 to approximately 100 plots
- Town provides water, start of the season soil preparation, publicity
- End of the season pot luck supper for gardeners using garden grown produce



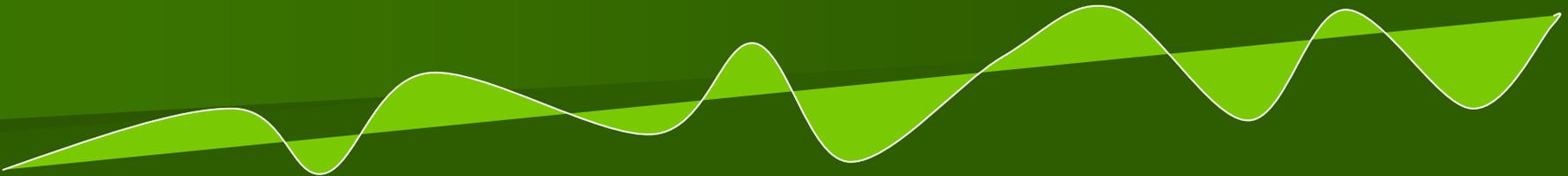
# Working Together for a Clean, Healthy Environment

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- **Create a culture of conservation**
  - Town government
  - Schools
  - Community
- **Involve citizens** in activities that focus on maintaining a clean and healthy environment and recycling
- **Network** with other communities and organizations to educate about and support green efforts



# Future Town Government Plans



- Include green initiatives in the Comprehensive Plan Update and Town Code
- Establish a standing **Environmental Sustainability Oversight Committee**
- Create a Brighton Bicycle Task Force
- Implement additional recommendations of the Green Brighton Task Force

# What Can Your Town Do?

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- Develop a **plan with community participation**
- Seek energy conservation and environmental protection **grants**/block grant funding (EEBG program)
- Monitor New York State **Environmental Assessment** Form adjustments
- Consider LEED and other **green construction** standards
- **Partner** with schools, municipalities, Chambers of Commerce, Realtors, home buyers, commercial developers, colleges and universities
- **Promote and create new green jobs**

# Thank You for Thinking Globally and Acting Locally!



***By working together, we will have a  
clean and healthy environment, save  
money, benefit national security,  
and grow green jobs.***



For information and to share ideas,  
please contact us at:

[www.townofbrighton.org](http://www.townofbrighton.org)  
[www.colorbrightongreen.org](http://www.colorbrightongreen.org)  
(585) 784-5250

# Brighton Town Board and Clerk



- **Sandra L. Frankel**, *Supervisor*
- **James R. Vogel**, *Chair, Town Board Public Works Committee*
- **Raymond J. Tierney III**, *Chair, Town Board Public Safety Committee*
- **Louise Novros**, *Chair, Town Board Community Services Committee*
- **Sheila A. Gaddis**, *Chair, Town Board Finance and Administrative Services Committee*
- **Susan Kramarsky**, *Town Clerk*