

McKinney City Council Briefing: Draft Community Sustainability Plan

January 23, 2012

Shaping Our Sustainable Future



G R E S H A M
S M I T H A N D
P A R T N E R S



Agenda

- Introduction
- Community Input
- Plan Layout
- Looking Ahead



A Four-Year History

- January 15, 2008: City Council passed The Green Initiative Resolution
 - Created the Green Advisory Committee (GAC) comprised of local businesses and residents to make recommendations to Mayor and Council about “green practices”
 - Commissioned HDR to research and provide information to the GAC who would then formulate their recommendations to City Council
- November 2008: HDR submitted the Green Sustainability Initiative Report
 - Recommended forming a comprehensive, sustainability program including hiring a “McKinney Green Program Coordinator to set the agenda for green initiatives for the city”
 - Also proposed the development of an “umbrella program” within the City to efficiently coordinate all of the City’s sustainability efforts



History

- January 2009: Established the Office of Environmental Stewardship
 - Among other assigned tasks, the primary responsibility of the OES was to develop a community-wide sustainability plan taking into account the recommendations of the Green Advisory Committee
- October 2009: OES secured DOE Grant Funding
 - Used to fund a variety of initiatives including the development of the sustainability plan



A Community-Driven Plan

- By the Community, for the Community
- Goals and initiatives selected and prioritized by the community
- Noteworthy plan development process

Most active and largest public involvement process to complete a community sustainability plan with over 400 participants



A Community-Driven Plan

- Participants in community meetings represented:
 - Diverse socio-economic groups
 - Age groups ranging from 8 to 80 years old
 - Culturally distinct neighborhoods



Link to City Council Goals / Priorities

Goals

- Vibrant authentic historic district
- Progressive mobility within, to and from McKinney
- Sustainable unique neighborhoods

Priorities

- Economic development
- Quality development standards



Link to City Council Goals / Priorities

Core Business

- Preserve the McKinney character
- Provide leisure and recreational opportunities
- Plan McKinney's future development
- Sustainable unique neighborhoods

Vision

- Hometown feeling
- Unique neighborhoods



Coordination with Other City Initiatives

- Accounted for existing City plans for compatibility
 - City Comprehensive Plan
 - Town Center Study
 - 2009 Parks, Recreation and Open Space Master Plan



Community Meeting #1

- February 12, 2011 at St. Gabriel Community Center
 - Discussed the sustainability plan development process
 - Received input from residents on several components
 - Developed a community sustainability definition:

A sustainable, diverse McKinney understands our community is loaned to us by our children. It balances economy, the natural and built environment, and societal needs to achieve a high quality of life today and tomorrow.



Teen Meeting

- April 8, 2011 at Boyd High School
 - Collected feedback from teens on sustainability topics
 - Simulated planning charrette for northwest quadrant
 - Ranked items of importance:
 - Clean air and water
 - Community events
 - More parks and open spaces in urban contexts



Community Meeting #2

- April 16, 2011 at the Senior Recreation Center
 - Solicited detailed feedback and suggestions to refine sustainability topics identified in Community Meeting # 1
 - Kicked off by Carolyn Corbin (*Community Leadership 4.0: Impacting a World Gone Wiki*)
 - Karen Walz (Vision North Texas) presented on the importance of implementing sustainable initiatives for McKinney



Community Meeting #3

- September 17, 2011 at the Collin College Conference Center
 - All-day event with >100 registrants
 - Purpose: review entire draft plan and provide feedback and suggestions
 - Received extensive feedback on all nineteen chapters



Draft Plan

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Section 1: Development

Section 2: Natural Resources

Section 3: Infrastructure

Section 4: Community Culture

Looking Ahead

Glossary/Index



General Chapter Format

CITY OF MCKINNEY SUSTAINABILITY PLAN

Chapter 1: Business and Economic Development



Business and Economic Development Defined

A viable and equitable economy represents one of the three pillars of sustainability (the other two being community and the environment), and is the base of a strong, sustainable community. Economic development encompasses three major areas including: 1) economic initiatives such as fiscal policies,



Why Support Business and Economic Development?



Goal

Develop a strong local economy that fosters job creation and retention, attracts and promotes diverse industry development, invests in tourism options, and increases educational opportunities.



Economic

New business/industry development can facilitate job growth and retention

Attracting business headquarters can generate revenue into the local economy Tourism can boost the local economy through increased consumer purchases (e.g. lodging, food, etc.)

Local food production and consumption can increase locally generated revenue



Community

The availability of diverse retail and commercial development can attract new home owners to McKinney as well as meet a variety of community needs

Preservation of McKinney's Historic Town Center helps create a sense of ownership in the community

Local food production activities can help connect cultures of McKinney

Good school systems can help attract and retain new businesses and residents



Environmental

Green businesses can positively influence the environment through reduced consumption, reuse of products and recycling practices

Local food production and consumption can contribute to improved air quality and reduced greenhouse gas emissions

General Chapter Format

Current Initiatives (To 2015)



Capital Improvement Projects

The City is invested in several capital improvement projects such as the new air traffic control tower and the commercial-sized run airport. It prolongs McKinney

Tomorrow's Opportunities (2015-2020)



Facilitate job growth

Work with local and regional workforce programs to collaborate to match training for existing needs to increase job creation

Invest in local products and goods for City facilities

Increase the use of renewable, reusable, recycled, locally produced and purchased, and environmental preferable products within City facilities and operations. By doing so, the City is contributing to the local economy as well as reducing the negative impacts related to product manufacturing and transport.

Future Possibilities (Beyond 2020)

Collin County Regional Airport

Evaluate economic development opportunities through use of the Collin County Regional Airport and develop a list of recommended actions. The airport has the ability to influence the commercial tax base, generate jobs and attract major business headquarters.



Develop a built environment that supports future economic development

Promote walkable, mixed-use, mixed-income, transit-oriented real estate development for both infill and new communities. These types of development account for business development, but also for McKinney's growing population.

General Chapter Format

Metrics to Measure Progress

Multiplier effect per dollar invested for economic development.

Total number new jobs created in McKinney.

Number of new partnerships developed with local and regional businesses.

Percent revenue increase generated from expanded tax base.



Potential Funding Opportunities and/or Partnerships

McKinney Economic Development Corporation

McKinney Community Development Corporation

McKinney Chamber of Commerce

Local businesses

Local media

Local non-profit organizations

International Economic Development Council



Resources Used

City of McKinney, Comprehensive Plan

McKinney Economic Development Corporation

City of San Antonio, *Mission Verde*, 2009

City of Columbus, *Get Green*, 2010



Section 1: Development

- Focus
 - *Promote business and economic development with considerations for land use and associated building structures.*
- Section 1 Chapters:
 - Chapter 1: Business and Economic Development
 - Chapter 2: Land Use Patterns
 - Chapter 3: Built Environment
 - Chapter 4: Green Building

Chapter 1 Example: Business and Economic Development

Goal:

Develop a strong local economy that fosters job creation and retention, attracts and promotes diverse industry development, invests in tourism options, and increases educational opportunities.

Initiative (1 of 16):

Attract and invest in small business
Small businesses contribute to McKinney's economy by encouraging residents to buy locally.



Section 2: Natural Resources

- Focus
 - *Ensure clean air, water and surrounding habitat to provide a clean, healthy environment.*
- Section 2 Chapters:
 - Chapter 5: Air Quality
 - Chapter 6: Alternative and Renewable Energy
 - Chapter 7: Tree Canopy
 - Chapter 8: Water, Wastewater, and Storm Water
 - Chapter 9: Parks and Open Space



Chapter 6 Example: Alternative and Renewable Energy

Goal:

Incorporate renewable and alternative energy technologies into the suite of energy options available in order to reduce costs, contribute to greater energy independence, and improve the environment.

Initiative (1 of 18):

Research Renewable Energy Opportunities

Investigate renewable energy generation opportunities at city facilities to reduce energy costs and gain energy independence.



Chapter 7 Example: Urban Canopy

Goal:

Increase property values, improve air and water quality, and enhance the community's natural landscape by increasing the extent of the urban tree canopy through proper tree planting and preservation of the existing tree canopy.

Initiative (1 of 12):

City tree planting requirements

Consider adding incentives within the landscaping ordinance to encourage planting trees for energy-efficiency around new SF developments and commercial and retail property.



Section 3: Infrastructure

- Focus
 - *Addressing the transportation and operational infrastructure needs of the community.*
- Section 3 Chapters:
 - Chapter 10: Green Infrastructure
 - Chapter 11: Transportation
 - Chapter 12: City Facilities
 - Chapter 13: Waste Management



Chapter 11 Example: Transportation

Goal:

Provide diverse transportation options that are safe, efficient and cost-effective, as well as develop commute solutions that will reduce traffic congestion, lower costs associated with roadway development and maintenance, and improve air quality.

Initiative:

Complete Bicycle Plan (1 of 29)

Complete the On-Street Master Bicycle Plan, providing a blueprint to enhance connectivity and encourage healthy, active lifestyles in the community.



Section 4: Community Culture

- Focus
 - *Promoting and expanding community culture in McKinney through events and services.*
- Section 4 Chapters:
 - Chapter 14: Historic Preservation
 - Chapter 15: Community Services
 - Chapter 16: Events
 - Chapter 17: Healthy and Active Lifestyles
 - Chapter 18: Farmers Market/Community Gardens
 - Chapter 19: Disaster Management



Chapter 14 Example: Historic Preservation

Goal:

Encourage efforts to preserve historical structures in order to maintain McKinney's unique character and heritage.

Initiative (1 of 13):

Community outreach and education

Expand historic preservation outreach and educational events for the community and host them at the Historic Town Center.



Chapter 16 Example: Events

Goal:

Provide diversity, enhanced community pride and attract younger generations to McKinney by offering a wide variety of multi-cultural events and continued development and implementation of the Main Street Program.

Initiative (1 of 11): East-West Get-Together



Residents request City-organized opportunities to get together to build relationships and share McKinney family oral histories through storytelling, providing a backdrop to overcome physical and often cultural barriers.

Chapter 18 Example: Farmers Market/Community Gardens

Goal:

Promote The Historic McKinney Farmers Market at Chestnut Square and Adriatica as well as community gardens in order to generate community interest and involvement in locally grown, healthy food options.

Initiative (1 of 6):

Community gardens program

Continue to support the planning of a model community garden program on the East Side of McKinney with private partnerships and volunteers.



Related Efforts

Completed programs related to sustainability initiatives:

- Water Conservation Program
- Fire Station #6 Solar Array
- Remote Energy Monitoring
- LED Street Light Replacement



Upcoming sustainability initiatives:

- On-Street Bicycle Master Plan
- Urban Canopy Study

“A sustainable, diverse McKinney understands our community is loaned to us by our children. It balances economy, the natural and built environment, and societal needs to achieve a high quality of life today and tomorrow.”

The Residents and Business Owners of McKinney, Texas
February 12, 2011

