

This revised **DRAFT DOCUMENT** takes into consideration comments received before June 1, 2012



4 | Sustainability: The Triple-Bottom-Line Approach



Streetscape rendering near Delmar Metrolink Station

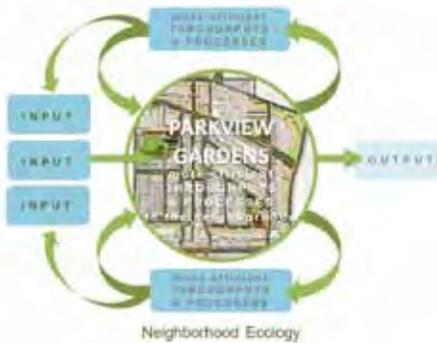
The Triple-Bottom-Line Approach

The term “sustainability” often conjures images of green roofs, renewable energy, bicycles, electric cars, and anything that is considered “green.” This narrow definition of sustainability focuses almost solely on products, actions, and initiatives that conserve and protect the natural environment. While environmental “sustainability” (i.e. meeting the needs of the present without compromising the ability of future generations to meet their needs) is one aspect of sustainability as a whole, a focus on the environmental aspects of sustainability only will not ultimately produce a sustainable result.

Triple-Bottom-Line Sustainability is based around the concept of the “3 E’s:” *Environment, Equity, and Economics* (alternately, the “3 P’s:” *People, Place, and Prosperity*) as interrelated in their ultimate success or failure. Being a good steward of the environment by leaving it in a better condition than you found it is certainly a key goal of sustainability and sustainability planning. It is demonstrated, however, that an individual’s concern for environmental stewardship increases as his or her prosperity increases. This can be expressed in the adage that a starving man would much rather eat an endangered lion than protect it. Likewise, an increase of social equity—broadly defined as individual empowerment and stakeholderhood in a community—increases an individual’s desire and motivation to improve that community, since he or she is effectively improving his or her personal investment in that place.



Traditional neighborhood open-loop flows (today)



Closed-loop neighborhood cycles (the Plan)

The triple-bottom-line approach acknowledges the three pillars of sustainability—environmental stewardship, improved social equity, and increased economic development—as equal in their impact on allowing current generations to meet their needs while protecting the ability of future generations to do the same. Furthermore, it recognizes and capitalizes on the fact that the three pillars of sustainability can be leveraged against one another to increase the positive outcomes of each beyond what would be possible if each pillar were addressed separately. This is due to the fact that most sustainability initiatives—regardless of their specific focus—which occur in the sphere of cities require some degree of investment of city funds. If one of the effects of the initiatives is to increase property value or stimulate economic activity, the tax base may increase enough to fully offset the cost of the initiative or beyond. In addition, an increase in property value improves the investment of individual residents, makes the community more desirable, and may lead to an increase in other investments, both public and private. This has the effect of increasing social equity by improving each individual resident’s “investment” in their community and its “return.”

An example of this type of success would be the development of public transit. Through increased efficiency, mass transit lowers the per-capita carbon emissions of each user, when compared to transportation by car. This can have a measurable impact on environmental sustainability. Proximity and access to public transit also has the effect of raising property values, which can provide a positive economic impact to both the city (through an increased tax

base) and individuals (through an increase of value in their real estate.) Regular use of public transit also reduces annual transportation costs to individual households, which increases an individual's real wealth. This increase in wealth can have a positive effect on both individual economic impact as well as an increase in social equity, because it enhances individual empowerment within a community.

Economy

- Market development
- Local business support
- Job opportunities
- Affordable housing

Economy in Parkview Gardens

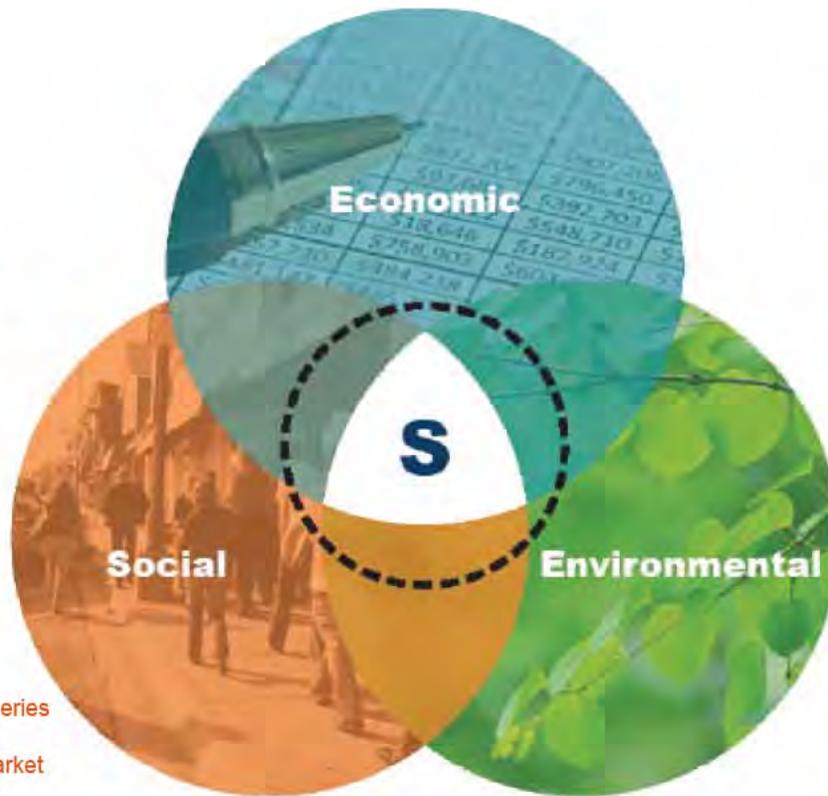
- Olive Boulevard
- North Skinker Corridor
- Jobs/Housing Balance
- East Loop
- Delmar Loop
- Cuningham Business Park
- WUSTL North Campus
- Smart Community Infrastructure

Equity

- Educational opportunities
- Neighborhood vitality
- Social & cultural diversity
- Self-governance
- Active living
- Health & safety
- Food system

Public Life in Parkview Gardens

- University Civic Complex
- The Pageant
- Community Garden
- Washington University
- St. Louis Walk of Fame
- University City Sculpture Series
- COCA
- University City Farmers Market
- Regional Arts Commission



Environment

- Stormwater
- Water Conservation
- Air Quality
- Renewable energy
- GHG reduction
- Green infrastructure
- Placemaking/character
- Parks & open space
- Green buildings
- Tree Canopy
- Native species
- Biodiversity
- Planning
- Land use
- Waste minimization
- Mobility
- Transportation

Environment in Parkview Gardens

- MetroLink
- Loop Trolley
- Centennial Greenway
- River De Peres
- Metcalfe
- Ackert Park

Existing and future triple-bottom-line assets in Parkview Gardens

The Plan is a triple-bottom-line plan that frames proposed neighborhood improvements and recommendations through the lenses of environment, equity, and economics. A set of initiatives organizes elements of the Plan into projects, programs, and policies, which are then rated on 32 specific evaluation criteria, categorized by the three pillars. This evaluation of specific projects, programs, and policies will be useful to the City of University City in prioritizing action items and achieving measurable results.

An example of the Sustainability Planning Organizational framework, below, uses open circles, half filled circles and filled circles to assess the impact of each initiative. The column at the right quantifies the impact of each initiative. Open circles are worth 0 points, half filled circles are worth .5 points, and filled circles are one point. The higher the number at the end, the more impact it has as assessed through the lens of the 32 evaluation criteria, which are listed and color coded on top edge. Although some initiatives have a high impact score, University City will have to balance implementation with short and long term phasing and financial feasibility of implementing the initiative.

Sustainability Planning Organizational Framework

Principle	ECONOMIC								ENVIRONMENTAL												EQUITY						TOTAL IMPACT SCORE							
	MARKET / REAL ESTATE DEV	JOB OPPORTUNITIES & SKILLS	LOCAL BUSINESS DEV SUPPORT	AFFORDABLE HOUSING	ARTS & CULTURE	SOCIAL CAPITAL	TECHNOLOGY AND INNOVATION	STORMWATER	WATER CONSERVATION	AIR QUALITY	RENEWABLE ENERGY	ENERGY USE REDUCTION	GHG REDUCTION	PLACE MAKING / CHARACTER	PARKS & OPEN SPACE	GREEN BUILDINGS	TREE CANOPY	NATIVE SPECIES / BIODIVERSITY	PLANNING	LAND USE	WASTE MINIMIZATION	MOBILITY	TRANSPORTATION	EDUCATIONAL OPPORTUNITY	SOCIAL & CULTURAL DIVERSITY	NEIGHBORHOOD VITALITY		COMMUNITY EMPOWERMENT	SELF GOVERNANCE	ACTIVE LIVING	HEALTH & SAFETY	FOOD ACCESS & NUTRITION	SOCIAL / HUMAN SERVICES	
Initiative	●	●	●	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	14
Initiative	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	9
Initiative	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	6.5

