

III. The Plan

The following sections outline how the City's Sustainability Plan goes from input and ideas to actionable items. Sections A-D comprise the bulk of the plan and include: Resource Conservation & Waste Reduction; Ecology, Biodiversity, and Health & Wellness; Education & Outreach; and Economic Prosperity. Each category includes a description of what the community vision of success looks like and Goals and Actions that will help the City move toward this vision of success. Section E, Organizational Structure, also includes a goal and actions but relates to the staff and internal resources necessary to complete the actions in Sections A-D.

A. Resource Conservation and Waste Reduction

Current Reality & Assets

There are a plethora of assets related to Resource Conservation and Waste Reduction in Dunwoody, as the Dunwoody community is a testament to sound policy, access to resources, and other assets that preserve and protect the quality of life in the community. The most frequently cited were: the Dunwoody Nature Center and all it has to offer (location with natural resources, dedicated staff, and a master plan of their own); access to a number of community recycling drop-offs, as well as free recycling from DeKalb County; the community gardens; intellectual capital (libraries, internet, and environmental blogs); numerous community organizations (e.g.: the Dunwoody Homeowners Association, Eagle Scouts, etc); Dunwoody Sustainability Committee; and policy and leadership from City Council. Dunwoody has opened parts of the Brook Run Trail and increased community food options with the introduction of the Dunwoody Green Market (farmers market).

Descriptions of Success

To conserve resources and reduce waste, community members and visitors must act as stewards of the natural environment. The City should provide continual learning about natural areas and species to inform appropriate restoration and protection efforts and the broad applicability of sustainability-focused ordinances.

A sustainable Dunwoody is balanced. It preserves and values the natural resources it has while reducing its waste. It preserves property rights and the necessary aspects of beneficial growth and development while conveying the responsibility of property owners and developers to their greater community. The following categories break down a few of the many actions that will be taken to move towards this vision of success in conservation and reduction of waste.

1. Energy

The City of Dunwoody is pursuing initiatives to reduce energy consumption by the City through adopting an outdoor lighting ordinance and a sustainable building policy for municipal buildings. In order to further promote increased energy efficiency, the City strives to:

Goal 1: Amend city actions/purchasing policy to promote renewable energy and energy efficiency.

- Action 1: Complete an audit of government buildings to determine where future energy costs can be avoided/produce report and implementation plan.
- Action 2: Create timeline/funding goals and locate funding sources for energy efficiency investments by the City.
- Action 3: Develop a demonstration renewable energy project on city-owned property.

Goal 2: Amend city policy to promote renewable energy and energy efficiency.

- Action 1: Develop a City clean energy policy for municipal buildings and facilities, with a specific focus on the impact of energy usage on water and air and a preference for renewable energy. **ARC**
- Action 2: Amend the municipal sustainable building policy to require that specific energy savings and renewables are used when economics prevent the City from pursuing certification.
- Action 3: Pursue PACE financing, Renewable Energy Credits (RECs), and ways of working with non-governmental agencies through partnerships to promote commercial and residential renewable energy.
- Action 4: Evaluate and pursue incentives for new construction to incorporate educational renewable energy projects (LEED® innovation credits, development incentives, etc.).
- Action 5: Pursue funding for City to install and use renewable energy generating equipment on city property for city use.

Goal 3: Create educational campaign for city staff and public on renewable options/energy efficiency.

- Action 1: Create educational materials, partner with local schools to adopt similar policies of energy efficiency, lights off/power down, and create and utilize other educational resources.
- Action 2: Create educational materials for community about renewable energy, energy efficiency, and related energy incentives, have materials available on City website, and distribute.

2. Green Building

In order to be competitive, portions of the commercial real estate market would benefit from green building techniques. Especially within the Perimeter office market, tenants often seek LEED certified or energy efficient buildings that set these spaces apart from competing buildings or communities. While entitlements exist for new buildings, there has not been much large-scale development activity in many years. Developments such as Sterling Pointe and the State Farm regional headquarters bring opportunity. Dunwoody office space is being compared to newer buildings in Atlanta, Buckhead, and Sandy Springs that offer LEED certified buildings and energy efficient products. Dunwoody can be a leader in green building by setting up meaningful policies that guide development and retrofits.

Goal 1: Incentivize green building through policy change.

- Action 1: Review/audit existing ordinances and code to incentivize green building standards.
- Action 2: Investigate existing systems in nearby cities that fast-track developments with sustainable improvements and adopt an amended version. **EPA**
- Action 3: Develop ordinances that accommodate additional green building certifications.

Goal 2: Develop partnerships in green building.

- Action 1: Research and develop contacts/partnerships with other certifying organizations: Energy Star, Earth Craft (SouthFace), Living Buildings Challenge, and other certifiers.
- Action 2: Pursue Earthcraft Neighborhood Development for new subdivision developments. **MP**

Goal 3: Provide education and outreach for builders and developers on green building. **EPA**

- Action 1: Create green building resource page on website.
- Action 2: Provide periodic green building training for developers and builders.

3. Recycling

The City of Dunwoody will continue its tradition of high recycling participation because of its importance to reducing the waste stream and promoting resource reuse. In summer 2012, DeKalb County removed the \$30 initiation fee for residential recycling to increase participation. The City can capitalize on this decision through increased education and awareness of the program and its ease of use. The Sustainability Committee underwent a school recycling initiative that began at the end of the 2011 school year. That initiative wrapped up in 2013 after the program was introduced in each Dunwoody school. Commercial sector recycling is not tracked the same way as residential; therefore, it is difficult to determine the current level of participation. The Committee has now initiated a business recycling program to inform businesses of recycling carrier options and the materials they accept. Additional actions to address the goal of increased participation are enumerated below:

Goal 1: Increase recycling infrastructure.

- Action 1: Increase recycling and reduce littering by installing trash and recycling receptacles along streetscapes.
- Action 2: Review any changes to City municipal sanitation when intergovernmental agreement with DeKalb County expires in 2015, and ensure that continued agreement or new contract results in increased participation.
- Action 3: Work with multi-family developments to provide recycling services and require it in any new developments through an ordinance amendment.
- Action 4: Work with commercial developments to provide recycling services and require it in any commercial buildings through an ordinance amendment.

Goal 2: Educate public/commercial businesses about recycling options.

- Action 1: Audit participation for residential recycling and increase households participating in recycling program by 10 percent before 2020.
- Action 2: Develop recycling education initiative for institutional uses when business recycling initiative is complete.
- Action 3: Establish a relationship with DeKalb County schools to institutionalize recycling programs as students graduate and their parent/guardian volunteers move on.

4. Composting

While adding infrastructure and developing a recycling educational program helps decrease the waste stream, it does not address a central component of waste in our city: food waste. Food waste accounts for over 27% of waste, and handling it in an environmentally responsible manner can greatly reduce our waste stream, thus lessening the burden on landfills and providing a valuable resource for agriculture and gardening by creating compost.

Goal 1: Educate homeowners/renters and commercial food production facilities about benefits of composting.

- Action 1: Investigate any ordinances/measures prohibiting or hampering home composting efforts and perform outreach to neighborhoods about benefits and new technology.
- Action 2: Develop a “how to” program in partnership with Dunwoody Nature Center.

Goal 2: Provide resources for homeowners for home composting.

- Action 1: Develop educational materials.
- Action 2: Develop a kitchen counter bin giveaway.

Goal 3: In coordination with commercial composting companies and other programs and partners, initiate a pilot composting project by 2017.

- Action 1: Evaluate potential partner facilities, potential drop-off/aggregation facilities, and suitable size for pilot project.
- Action 2: Create partnerships with the haulers and 5-10 restaurants, hotels, etc.
- Action 3: Pursue funding and necessary infrastructure for project.

5. Government Operations & Resources

The City’s purchasing policy was adopted by ordinance in 2010 and stipulates a responsibility, wherever practical, to purchase the highest percentage of post-consumer recovered material, the highest percentage of total recovered material available in the marketplace, and a reduction of waste in the manufacture and use of products and packaging purchased by the City. The policy contemplates the consideration of life cycle assessments for purchases such as office materials, vehicle fleets, electronics, and fixtures. While many beneficial actions have been made as a result of the policy, it can be better integrated into City processes to maximize its effectiveness. Strategies for the integration are as follows:

Goal 1: Develop action strategy for ensuring all existing purchasing policies are followed.

- Action 1: Conduct annual trainings and audits to remind staff of those policies and incorporate into new member training.
- Action 2: Amend purchasing policy to include review and enforcement of purchases over a certain threshold by sustainability staff to ensure compliance with applicable policies (threshold to be determined and defined in policy research).
- Action 3: Work with Police, Public Works, and Community Development to consider alternatively-fueled vehicles.

Goal 2: Implement traceable standards and tracking systems.

- Action 1: Track municipal printing and implement a department printing reduction competition to reduce printing by 25% within the first year.
- Action 2: Develop an Environmental Management System to track municipal consumption and adopt reduction goals.

Goal 3: Adjust paper usage policy for city meetings.

- Action 1: Adopt a paper reduction policy for all official public meetings.

Goal 4: Implement a participatory budgeting policy.

- Action 1: Develop a written policy and implement annually.
- Action 2: Request a budget amount to be set aside for participatory budgeting purposes.
- Action 3: Develop and publish a list of projects to be considered for participatory budgeting. Conduct the democratic process to determine prioritized projects by the community.
- Action 4: Complete prioritized projects identified by community.

6. Trees

Trees are integral to Dunwoody's identity and landscape. During the Comprehensive Land Use Planning process, the City recognized the need to complete a tree inventory and assessment of the urban forest and to create and implement a best management plan to promote the long-term survivability of this valuable natural resource. The Comprehensive Tree Inventory and Assessment Plan, adopted in September 2012, provides recommendations for individual trees and woodland management or improvement, control of invasive plant material, removal of hazard trees, pruning of limbs for safety or clearance, plant health care treatments, soil amendments, pest management, and other actions to improve the health, safety, and survivability of the trees. The consultants assessed the existing public tree canopy and determined it to be in good health. A maintenance plan has been implemented as a result of that assessment. Trees are a renewable resource that can be replaced if a careful plan is followed when they are removed for meaningful development. Additional actions to maintain and revitalize the canopy are as follows:

Goal 1: Assess existing tree conditions on a timeline.

- Action 1: Conduct tree inventory assessments of public property at least every ten years, beginning 2020.
- Action 2: Conduct a citywide, voluntary canopy assessment of trees within the City.
- Conduct GIS remote sensing analysis of city-wide tree canopy.

Goal 2: Set tree canopy cover standards by number or percentage.

- Action 1: Analyze results of inventory to identify deficiencies in canopy and set goal for increase of tree cover percentage.
- Action 2: Develop educational materials for tree planting, care, and preservation.

7. Water-Conservation and Green Infrastructure

2013 brought over 66 inches of rainfall to the Dunwoody area, but just 5 years prior, Dunwoody and the entire state of Georgia experienced record draught. It is important not to let one “good” year erase the valuable lessons learned in previous years when water supply was short.

Though the plan is broken up into distinct categories, it is important to continually emphasize the interconnectedness of those categories. For instance, electricity production, the primary source of air emissions in Georgia, could not occur without massive amounts of water. Power, utility fuel processing, cooling, materials handling, combustion, and environmental control all require water. Thermoelectric power, power generated from a heat source such as coal, oil, or steam, accounts for over 40% of water withdrawals in the U.S. Much of this water is never returned to its source or evaporates in the process of cooling; at Georgia’s Plant Scherer, around 8,000 gallons of water are lost per minute to evaporation during the cooling process. Renewable energy technologies, such as solar, do not use water to produce energy, and, at a time when water supplies and quality are constantly in question, are gaining more and more popular and policy support.

Water quality is equal in importance to quantity. Dunwoody currently conducts a program to install storm drain markers discouraging dumping and holds workshops for residents on setting up and operating rain barrels for re-use of rain in landscaping. By encouraging reduced individual usage, reuse of greywater, and thoughtful disposal of materials that could run-off into nearby streams, Dunwoody can do much towards preventing and preparing for future shortages and protecting our water supply. For City projects we focus on incorporating best practices in green infrastructure into new and retrofitted City developments.

Goal 1: Develop resources and promote policies that assist residents in conserving water.

- Action 1: Pool existing resources and develop resources for homeowners and renters on how to conserve and reuse water and the economic and environmental benefits associated. Make the information available online and in print.
- Action 2: Investigate existing state and/or local regulations on greywater lines and potential for a future installation program.

Goal 2: Evaluate/Implement low-impact and green infrastructure in Public Works projects.

- Action 1: Consider bioswales or other green infrastructure in public projects (combats stormwater requirements and provides for aesthetic solutions in accordance with MS4 permit regulations.) **T**
- Action 2: Perform analysis and assessment on stormwater system and design guidelines for low impact development solutions for City projects. **T**

- Action 3: Investigate incidence of infrastructure in flood-prone areas to alleviate flooding.

Goal 3: Obtain informational materials and make decisions based on water quality.

- Action 1: Work with DeKalb County to make drinking water quality tests available to the public.
- Action 2: Consider education and action depending on the results of the water quality tests.

B. Ecology, Biodiversity, & Public Health

Current Reality & Assets

As the City moves forward with projects such as the Dunwoody Village Parkway complete streets initiative and the multi-use Brook Run trail, it is critical to observe a healthy balance between development and preservation. Moving forward, this section will serve as a set of guidelines for preserving and protecting our existing natural resources while promoting a healthy level of development.

One of the primary assets related to this category is the presence of community groups that either foster other organizations or directly promote ecology, biodiversity, and health & wellness—student organizations, homeowners associations, Dunwoody parks, Dunwoody Woman’s Club, community gardens, and other cultural organizations like Spruill Center for the Arts and the Stage Door Players. Trees and treed areas are priority assets.

Descriptions of Success

The community defines success in the area of Ecology, Biodiversity, and Health & Wellness where City ordinances expressly allow neighborhood-scaled agriculture and promote policies that protect existing plant and animal habitats and encourage responsible use of public resources such as water, air, and green space.

1. Neighborhood-Scaled Agriculture

In 2009 community members organized the development of a community garden at Brook Run Park. Since then, there have been educational, philanthropic, and health benefits that have fostered a renewed interest in local food production. The city sees local food as a way to create community, beautify public space, and provide access to basic resources. Below are some ways in which the city will promote community agriculture.

Goal 1: Promote and develop neighborhood-scaled agriculture.

- Action 1: Develop a sustainable grounds (sustainable landscaping and education) plan with the potential for a community garden on the site of City Hall when it is moved from Perimeter Center East.
- Action 2: Inventory and assess vacant public land for potential as community amenities.
- Action 3: Generate a GIS map of public, edible plants and fruiting trees that identifies fruiting schedule.

Goal 2: Promote and develop policy/events that encourage neighborhood-scaled agriculture.

- Action 1: Foster a farmer’s market on City park property and break down obstacles to acceptance of WIC payments.
- Action 2: Evaluate policies that would allow local restaurants to grow food on site.
- Action 3: Develop policies to incorporate edible plants into City projects.
- Action 4: Conduct public input process to determine feasibility of removing barriers for the keeping of backyard chickens and other neighborhood-scaled livestock.
- Action 5: Conduct public input process to consider allowing neighborhood-scaled agriculture as a primary use when applying for a special land use permit in any R-district. Consider permitting the primary use-by-right in any multi-family residential or commercial district.

2. Open Space/Plant & Wildlife

Preserving and restoring green space and planning for diversity of plant and animal life is critical, not only to our community’s ecosystem but also in providing well-balanced and enjoyable recreation spaces for residents. Below are a few ways that both the City and residents can promote responsible open space management.

Goal 1: Ensure that biodiversity, a variety of native plant and animal life, is a consideration and part of acquisition of new park land and landscaping in existing parks.

- Action 1: Incorporate elements of patch design that can be implemented in the City parks landscape.
- Action 2: Incorporate multiple, continuous, wide wildlife corridors between patches through the use of green infrastructure.

Goal 2: Encourage residents to promote a variety of native plant and animal life, also known as biodiversity.

- Action 1: Provide resident educational materials on native plantings and creating habitats for beneficial animals and insects.

3. Water (Streams and Stormwater)

Water is crucial to our city’s infrastructure, natural beauty, and environmental well-being. Numerous streams run throughout the City, and years of development around and on top of those streams have caused detrimental effects of flooding and degradation that should be managed to restore and protect the stream habitats and their neighboring properties.

Some strategies to continue protecting our local waterways are as follows:

Goal 1: Restore and preserve existing streams and buffers.

- Action 1: Undergo a stream quality and quantity inventory of all streams and develop a maintenance and action plan for those located on City property.
- Action 2: Install “Drains to Stream” plaques on all City storm drains.
- Action 3: Encourage use of bio-engineering, pervious pavement, or rain gardens to manage stormwater.

- Action 4: Create incentives for the installation of water quality devices on projects where not already required by ordinance.
- Action 5: Install regional stormwater management solutions for identified communities. **MP**

4. Air

Air is a public resource with little local regulation or policy. Air is primarily regulated on a regional and national level through the Clean Air Act. Although these regulations can be highly technical, the intent can be translated. Additionally, our actions as individuals, through government, and as local businesses can make a great impact in the air quality in Dunwoody.

The primary source of air emissions (pollution) in Georgia and the United States comes from the process of generating electricity. The U.S. Environmental Protection Agency attributes 67% of sulfur dioxide emissions and 23% of nitrogen oxide emissions to this process. Sulfur dioxide and nitrogen oxide are directly linked to smog, acid rain, illness, and death rates. For further information and more detailed breakdowns of individual power plants' emissions, the EPA provides its online eGRID reports. As effects of these emissions multiply, policymakers have taken greater interest in renewable energy technologies, such as solar and wind energy, which have significantly lower emissions, as a preventive measure.

The City should work to protect the air quality in the following ways:

Goal 1: Address vehicle usage and fueling.

- Action 1: Investigate alternatively fueled vehicles for non-emergency city vehicle acquisition, ensure there is access to alternative fuel, and create plan for ensuring use of alternative fuel.
- Action 2: Work with DeKalb County to expand the no idling policy to refer to County properties, including schools, where students can benefit from cleaner air.
- Action 3: Partner with electric or other alternatively fueled vehicle services to provide charging/fueling stations on City property to establish a workable infrastructure.
- Action 4: Sign up City officials for Clean Air Campaign's smog alert service and relay alerts through City website.

Goal 2: Research/Implement employee commute program.

- Action 1: Work with existing programs at the Perimeter Transportation and Sustainability Commission (PTSC) and the Perimeter Community Improvement Districts (PCIDs) or similar organizations to implement an employee commute program to incentivize carpooling or alternative modes of transportation to reduce smog levels at peak times.
- Action 2: Develop an employee match program to assist coworkers in finding carpooling matches within the City's employees and contractors.

5. Health & Wellness

While the quality of air and water, as discussed in this category, affect public health, there are some additional strategies the City of Dunwoody can incorporate to promote a healthier population:

Goal 1: Provide education and access to public health resources.

- Action 1: Develop walking/biking guides for the City of Dunwoody in partnership with PTSC and PCIDs or similar organizations.
- Action 2: Provide access to and education regarding youth physical fitness, healthful nutrition, and mental well-being programs-work with DeKalb County Health.
- Action 3: Provide access to and education regarding aging populations' physical fitness, healthful nutrition, and mental well-being programs (work with DeKalb County Health).
- Action 4: Provide education regarding bicycle and pedestrian safety on and near roadways.

Goal 2: Consider the impact development on public health.

- Action 1: Encourage new and existing developments to conduct health impact assessments. **T**
- Action 2: Encourage new developments to incorporate connectivity to current and planned multi-modal transportation options, with a particular focus on aging and younger populations with support of ordinances.

6. Transportation

Transportation behaviors and systems play a major role in the long-term well-being of the ecology, biodiversity, and health of the City, region, and beyond. Earlier plans have studied and made recommendations for transportation improvements; many of those recommendations are included below. As stated in the Synergies Section of this plan, transportation planning today must not seek to accommodate just the automobile but recognize that a holistic approach to transportation provides citizens choice among the most common methods of transportation—the automobile, public transportation, the bicycle, and our own standard equipment--our feet.

A sustainable transportation plan includes plans to enhance not only the flow and utility of automobile use but accommodate the growing market demand for walkable and bikable cities. This approach to transportation is often referred to as "multi-modal" transportation and is the hallmark of today's livable city. The overarching aspiration of the transportation portion of this plan is to create well-balanced transportation options that serve the needs of Dunwoody businesses and residents for commuting, recreation, or the performance of daily in town functions.

Study after study shows that enhancing the transportation options in a city result in greater economic benefit to the citizens and the city. A higher walk score translates to higher home value estimates, and one only has to visit the smaller commercial centers in Dunwoody on weekends to see the number of citizens choosing to bike or walk around town. The City strives to work with the Perimeter CIDs, BikeWalk Dunwoody, and other similar organizations to offer more transportation and recreational options to Dunwoody citizens.

Goal 1: Fulfill the sustainability goals of the Comprehensive Plan.

- Action 1: Support PCIDs or similar organizations' initiatives for last mile infrastructure (efforts to install pedestrian facilities adjacent to transit to reduce barriers) in proximity to MARTA and Walk-Ups. **LU**
- Action 2: Develop (pedestrian-scaled) wayfinding signage program to enhance walkability and a sense of place. **LU**
- Action 3: Pursue connectivity with:
 - Pernoshal Court extension
 - Establish connections between Master Plan areas throughout the Chamblee Dunwoody Corridor. **MP**

Goal 2: Evaluate/Amend parking policies. **T**

- Action 1: Add provisions in the Land Development Ordinance and through the permitting process, to encourage bicycle, motorcycle, and scooter parking.
- Action 2: Perform citywide parking analysis to determine if the City is over-parked. If so, reevaluate parking standards.
- Action 3: Create vehicle parking maximums and eliminate parking minimums.
- Action 4: Incentivize alternatively-fueled vehicles by encouraging supply of preferred parking for those vehicles on City-owned properties.

Goal 3: Evaluate/Update/Upgrade infrastructure.

- Action 1: Work with PCIDs or similar organizations to upgrade and synchronize signal timing to reduce commute and idling times.
- Action 2: Satisfy the goals of the Comprehensive Transportation Plan to improve intersections, reducing commute and idling times and improving pedestrian signalization at those intersections. **T**
- Action 3: Install pedestrian improvements at uncontrolled crosswalks as recommended in the Pedestrian Safety Action Plan.
- Action 4: Increase the use of alternatively-fueled vehicles by improving the charging/fueling infrastructure through partnerships and incentives.

Goal 4: Develop a community greenway system to expand multi-modal connectivity. **REC**

- Action 1: Evaluate existing trail network for minor connections that could be made, both via GIS and on-the-ground evaluation.
- Action 2: Evaluate existing resources to connect via trail, bike/ped paths (parks, town centers, major residential centers).
- Action 3: Develop a greenway/connectivity plan, using recommendations from Transportation/Parks Plans.
- Action 4: Provide parks or multi-use paths connected to parks within 1 mile of each resident by 2030.
- Action 5: Evaluate ways to better connect neighborhood commercial centers with their surrounding neighborhoods through the use of walking and biking trails.

Goal 5: Educate the public about trails and resources through a signage program. **WFC**

- Action 1: Develop templates for trail signs incorporating Dunwoody brand, distances/times, and directional information for pedestrians/bikers.
- Action 2: Identify areas for signs and future signs.
- Action 3: Secure funding for signage.

- Action 4: Develop and distribute bicycle and pedestrian maps (available via internet, paper copy, or possibly larger signage in high traffic areas).

Goal 6: Promote multi-modal commuting. **BFC & T**

- Action 1: Evaluate existing facilities, end-of-trip facilities, and bicycle parking on public and private properties.
- Action 2: Promote commuting incentives on City website and in City print materials in conjunction with the Perimeter Transportation and Sustainability Coalition.
- Action 3: Survey bike commuters and use existing survey data to incorporate user experience into connectivity plan.
- Action 4: Educate drivers about bike rights/Georgia state law regarding bicycles/pedestrians.
- Action 5: Develop a bicycle parking policy for City property.
- Action 6: Develop or endorse a bike-share program for multi-modal hubs within the City.
- Action 7: Work with Safe Routes to Schools (or similar organization) to utilize audit data on how many students are walking, biking and evaluate the routes for “holes” and safety issues.

Goal 7: Comprehensive Pedestrian & Bicycle Plan **BFC & WFC**

- Action 1: Develop framework, goals, committee, and public outreach plan for Comprehensive Bike Plan.
- Action 2: Identify and incorporate cross-over from Transportation Plan/Connectivity Plan.
- Action 3: Develop timeline and secure funding.
- Action 4: Develop plan.

Goal 8: Preserve and protect single-family residential neighborhoods by encouraging and focusing future growth demand around the transit stations. **PCID**

- Action 1: Develop Perimeter Center Zoning District to implement desired development characteristic in Perimeter Center Character Area.

Goal 9: Connect neighborhood centers, recognizing them in area, park, and master plans. **DeK**

- Action 1: Identify Dunwoody Village as neighborhood center, Perimeter Livable Centers Initiative (LCI) as Regional center, and I-285 and Chamblee Dunwoody as a town center in all future plans.
- Action 2: Identify other potential town/neighborhood centers.
- Action 3: Identify existing connections/potential connections between centers.
- Action 4: Explore Walk Friendly Community designation.
- Action 5: Make connections between centers a priority in bike/pedestrian plans.

Goal 10: Identify existing work on sidewalks with Public Works Department and develop a map of existing/planned walks. **WFC**

- Action 1: Identify high priority areas, in particular areas directly connecting neighborhood centers/ development nodes to residential areas.

- Action 2: Install sidewalks development on all arterials and collectors and within one mile of schools. **DeK**
- Action 3: Develop timeline and funding for “filling in holes.”

Goal 11: Enhance walkability from neighborhoods to neighborhood commercial centers. **WFC**

- Action 1: Identify existing work on sidewalks with Public Works Department and develop a map of existing/planned walks.
- Action 2: Develop a plan to better connect neighborhood commercial centers with their surrounding neighborhoods through the use of walking and biking trails, focusing initially on Dunwoody Village and the Jett Ferry.
- Action 3: Develop collaboration with the neighborhoods adjacent to and/or served by the neighborhood commercial centers noted in Action 2, above, to explore better multi-modal connectivity to their neighborhood commercial center.
- Action 4: Complete a neighborhood connectivity pilot project.

Goal 12: Collaborate with neighboring municipalities in connecting intra-city, multi-modal trails and greenways:

- Action 1: Engage neighboring cities to explore possible trail or greenway connectivity collaboration.
- Action 2: Complete a multi-city collaboration pilot project.

C. Education & Outreach

Current Reality & Assets

There are existing initiatives and organizations that serve the community and greater region related to sustainability education and outreach, and it is important that these opportunities are harnessed and supplemented by the work of the City of Dunwoody and the Sustainability Committee. The Committee currently works closely with the Dunwoody Nature Center, Georgia Perimeter College’s programming (formerly GPC Southeastern Institute for Sustainability), the Sustainability and Environmental Education Coordinating Committee (SEECC), and the Dunwoody Community Garden, among others. With the help of these partners, Dunwoody can become a leader in sustainability education.

Living and Learning, the Sustainability Committee’s education and outreach program, and the above-mentioned partner organizations, are the major assets of Education & Outreach. The ability to utilize staff for outreach opportunities allows the program to be professionally managed and organized by City government itself. Working very closely with staff, the Sustainability Committee’s main charge is to promote the conservation of energy, water, and fuel; investment in renewable energy; reduction of waste; and protecting and restoring the community’s natural resources through education and outreach. The volunteers of the Committee contribute knowledge and volunteer time that could not be duplicated within the government staffing structure.

One of our strongest partners and greatest assets is the Dunwoody Nature Center (DNC), a 501(c)(3) based in Dunwoody Park. Like a number of the City park stewards, DNC operates independently but in partnership with the City. The programs are implemented by DNC staff with only maintenance assistance from the City. The Dunwoody Nature Center’s mission is as follows:

Dunwoody Nature Center inspires the love of nature and cultivates environmental understanding and stewardship by:

- Conserving and enhancing Dunwoody Park
- Educating children, families, and adults of all ages about the natural world and our place in it
- Motivating environmental awareness and responsible action

Descriptions of Success

Education can inspire the behavior change that defines a more sustainable city. Success in education and outreach are interwoven throughout the Sustainability Plan's different focus areas; however, awareness about the plan itself will be critical to its widespread acceptance. Additionally, general guidelines and standards for the outreach and education program ensure consistent, high quality results. Sustainability outreach and education will primarily be a role of the Dunwoody Sustainability Committee, but other City functions will contribute to education in the following manner:

Goal 1: Diversify outreach.

- Action 1: Increase social media participation by 10% by 2017, based on followers and average number of monthly posts by administrator.
- Action 2: Translate educational materials into the top three languages spoken in Dunwoody to increase accessibility.

Goal 2: Provide public venues for discussion, education, and service.

- Action 1: Develop outdoor classrooms for use by schools and community groups.
- Action 2: Continue to work with community organizations like SECC to establish sustainable education initiatives and opportunities that connect with curriculum goals in all Dunwoody schools by 2019.
- Action 3: Develop a training program for City staff and elected officials.
- Action 4: Increase participation in Living and Learning Program.

Goal 3: Develop communication strategy for sustainability efforts. [EPA](#)

- Action 1: Develop/continue Living and Learning Program for citizens.
- Action 2: Hold training session(s) for design professionals.

Goal 4: Develop programs to manage litter.

- Action 1: Develop a Keep Dunwoody Beautiful campaign.
- Action 2: Manage litter clean-up volunteer events.

D. Economic Prosperity

Current Reality & Assets

Dunwoody is one of the Atlanta metropolitan area's primary economic hubs. By the numbers, we have:

- 8.1 million square feet of office space
- 4.4 million square feet of retail
- 2,800 licensed businesses
- 93% occupied retail space
- 86% occupied office space
- 1,500 hotel rooms
- 10,154 multi-family units
- Top two professional fields: technical services (17% of jobs within City limits) and retail trade (14%)
- National or Regional headquarters to numerous businesses, including Intercontinental Hotel Group, State Farm, and the Atlanta Journal Constitution newspapers.

Most of these numbers focus on the business sector; however, many identified assets did not focus solely on our workforce. Residents identified other organizations or amenities that contribute to the economic success of the City, like parks, cultural facilities, and the Dunwoody Homeowners Association. This recognizes that being a great place to live and providing natural and cultural resources are the paramount to attracting new residents and businesses.

National research organizations as divergent as the National Association of Realtors and the Urban Land Institute all agree that close to 50 percent of Baby Boomers, Generation X, and Millennials all want some sort of walkable, neighborhood-connected city life. The challenge, and the enormous opportunity, for traditional suburban metropolitan-area cities is to preserve the suburban charms that attracted the early residents, while balancing those characteristics with updated, more "city-like" qualities, amenities, and services that the emerging market for city living values most. This means that to remain economically prosperous, Dunwoody must plan to be more multi-modal, neighborhood-connected, and small-business friendly. The big challenge for a close-in suburban city like Dunwoody is to create and maintain a sustainable local economy by balancing the traditional economic drivers (large national corporations and franchises, well buffered from the traditional cul-de-sac neighborhoods by distances and transportation designs that keep the two very far apart), with the emerging markets' strong desire for local products, businesses, and cultural experiences closely connected to the places they live. It is this balance that this plan seeks to support.

Sustaining economic prosperity lies in creating a community that is livable and positioned for future growth. By investing in our community to promote positive growth over time, we create higher value. Investments in walkability, green space, and other citizen amenities position us to hold community value over time.

Descriptions of Success

Community members define success in economic prosperity as maintaining the current or improved quality of life and maintaining a sustainable budget through sound decisions in the best interest of the public welfare. Too often we demand that our elected official focus solely on the budget year and the short-term bottom line. Cost-based decision-making of this type

can lead a city to make poor long-term investment decisions that look like positive short-term decisions because costs were kept low. It is incumbent on the City's leaders to ensure spending on sustainability is treated as long-term investments and not short-term costs--applying appropriate schedules of return on investments and depreciation of costs, and the citizens of Dunwoody must grant their elected officials the latitude to think not only in terms of cost, but also in terms of investment. The sustainable city is one that balances short-term savings with long term return on investment.

As a new government entity, Dunwoody is extremely cautious in its upfront use of public funds. It is equally imperative that the City be vigilant to the danger that a frugality to upfront costs often results in inflated or unnecessary long term maintenance and replacement costs. All projects must be carefully evaluated to ensure economic success. A strong economic infrastructure, detailed in the initiatives below, will help provide low cost, high return solutions to economic and environmental sustainability issues in both business and residential communities for the many factors that play into economic sustainability aside from direct financial concerns.

1. Long-term public finance

Goal 1: Encourage government decisions that consider long-term costs.

- Action 1: Evaluate all proposed city policies for their economic costs, including environmental, social, and external impacts over a minimum five year period from date of adoption.
- Action 2: Require city contractors to provide projected 5-year maintenance budget for all city projects.

2. Resources for Business Development

Goal 1: Connect new and existing Dunwoody businesses to local resources that can help them pursue a more sustainable business model.

- Action 1: Work with PCIDs, PTSC (or similar organizations) and existing business to enhance existing business recruitment process, provide information packets and website on cultural, natural, and other resources available for new businesses and residents
- Action 2: Partner with the Chamber of Commerce to encourage new and existing businesses involvement in the City's sustainability program by providing resources on recycling, multi-modal transportation, and other sustainable incentives available in Dunwoody.

Goal 2: Provide a forum for businesses to discuss sustainability

- Action 1: Partner with the Chamber of Commerce to develop a Sustainable Industry Roundtable for communication among businesses and government regarding environmental regulations and proposed policy to ensure that the City's sustainability efforts support and enhance the current and future health of the business community.
- Action 2: Provide continuing education, through web, partnerships, or lunch-and-learn formats for marketing, cost savings, and other business concerns.

3. Sustainable Business (areas not covered by green building under Resource Conservation section)

Goal 1: Evaluate resources for energy/water/waste efficiency for existing businesses.

- Action 1: Investigate/pursue participation in the U.S. Department of Energy's Better Buildings Challenge, possibly as a partnership with the PCIDs or PTSC or similar organizations.

Goal 2: Develop a strategy and plan for promotion of local, sustainable products.

- Action 1: Develop government purchasing policy-preference for local businesses in food, supplies when within 10% of cost of non-local option. **LU**
- Action 2: Develop website component promoting local businesses and products. **LU**
- Action 3: Develop educational materials and incentives for businesses that locate within the City. **LU**
- Action 4: Support economic development strategy that promotes and encourages local, sustainable businesses. **MP/LU**
- Action 5: Explore feasibility of implementing free Wi-Fi network access city-wide or on city property in partnership with economic development. **T**

Goal 3: Encourage community redevelopment patterns that support the City's vision of sustainability **ARC**

- Action 1: Promote new types of economic development that build on the region's current resources and creative talent in info/nano/bio technology, as well as the entertainment industry.
- Action 2: Develop a redevelopment strategy for the smaller neighborhood commercial centers that are adjacent to the neighborhoods served by them.
- Action 3: Support the neighborhood connectivity strategies outlined in Section C. 6, above, ensuring citizens options to bike or walk to their neighborhood commercial center.
- Action 4: Develop a neighborhood-sensitive redevelopment strategy for the Dunwoody Village and Orchard Park commercial areas.
- Action 5: Initiate a coordinated redevelopment strategy with the City of Sandy Springs regarding enhancement or strategic redevelopment of the commercial area described by the confluence of Mount Vernon Road, Jett Ferry, and Dunwoody Club Drive.
- Action 5: Initiate a coordinated redevelopment strategy with the City of Peachtree Corners regarding enhancement or strategic redevelopment of the commercial area along the City's eastern border, along Winters Chapel Road.