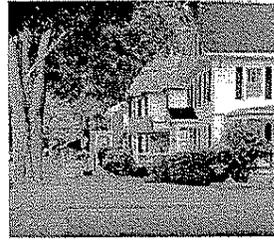
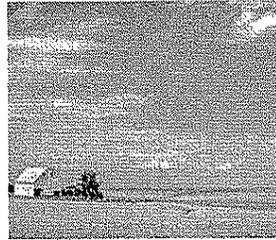
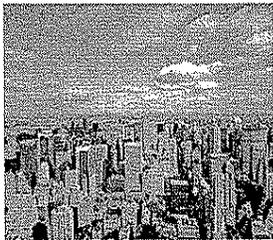
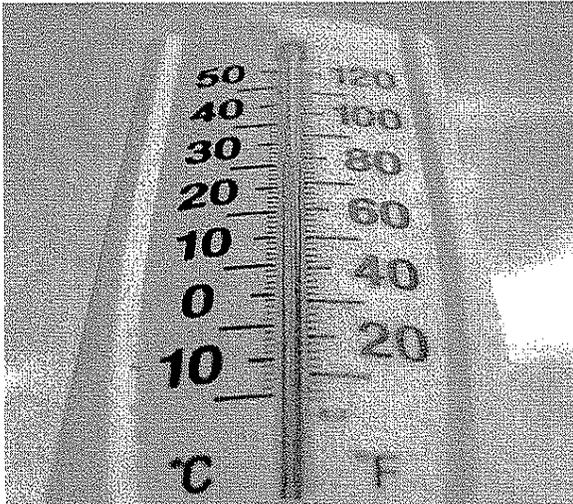


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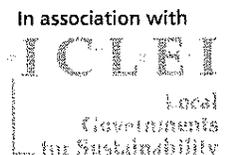
PREPARING FOR CLIMATE CHANGE

A Guidebook for Local, Regional, and State Governments



Written by
Center for Science in the Earth System (The Climate Impacts Group)
Joint Institute for the Study of the Atmosphere and Ocean
University of Washington
King County, Washington

With an introduction by King County Executive Ron Sims



Preparing for Climate Change: A Guidebook for Local, Regional, and State Governments

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**Center for Science in the Earth System (The Climate Impacts Group)
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and
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In association with

ICLEI – Local Governments for Sustainability

With an introduction by King County Executive Ron Sims

September 2007

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about the authors and the climate resilient communities program™

The Climate Impacts Group at the University of Washington

The Climate Impacts Group (CIG) is an interdisciplinary research group studying the impacts of natural climate variability and global climate change (“global warming”) on the U.S. Pacific Northwest. Through research and interaction with regional stakeholders, the CIG works to increase the resilience of the Pacific Northwest to fluctuations in climate. The CIG is unique in its focus on the intersection of climate science and public policy. The group performs fundamental research on climate impacts and works with Pacific Northwest planners and policy makers to apply this information to regional decision making processes.

The CIG is part of the Center for Science in the Earth System at the University of Washington’s Joint Institute for the Study of the Atmosphere and Ocean, and is one of eight Regional Integrated Sciences and Assessment (RISA) teams studying regional impacts of climate variability and climate change in the United States. The RISA program is funded by the National Oceanic and Atmospheric Administration’s Climate Program Office. CIG also receives additional financial and technical support from the University of Washington.

King County, Washington

Located on Puget Sound in Washington State and covering an area of 2,134 square miles, King County is nearly twice as large as the average county in the United States. With almost 1.8 million people, it also ranks as the 14th most populous county in the nation.

King County’s terrain ranges from farmland and the Cascade Mountains on the east side to Puget Sound and urban coastline on the west side. King County’s rural and metropolitan areas are vulnerable to many projected climate change impacts, including declining mountain snowpack (which is directly linked to water supplies), increased risk of drought, sea level rise, and increased flooding in coastal and freshwater river systems.

King County provides regional services to all residents of the county, including people who live in cities. These include courts and related legal services, public health services, the county jail, records and elections, property tax appraisals and regional parks and facilities, including the King County International Airport (Boeing Field). The county government also has responsibility for public transit and sewage disposal. The King County Executive is the elected executive officer of county government, and the Metropolitan King County Council is the elected legislative body of county government.

Now in his third term as King County Executive, Ron Sims has built his career in public service around the progressive principles of environmental stewardship, social justice, and good government. He has a national reputation for boldness and vision, and has an established record of environmental protection. In early 2007, under his leadership, King County’s Executive Action Group on Climate Change released its inaugural climate plan, which included aggressive strategies to reduce greenhouse gas emissions from government operations and the region, as well as practical steps to make the region more resilient to projected climate change impacts. He has been honored with the Sierra Club’s prestigious 2006 Edgar Wayburn Award, which celebrates outstanding service to the environment by a person in government, *Governing Magazine’s* 2006 national Public Official of the Year award, and the United States Environmental Protection Agency’s 2007 Climate Protector Award.

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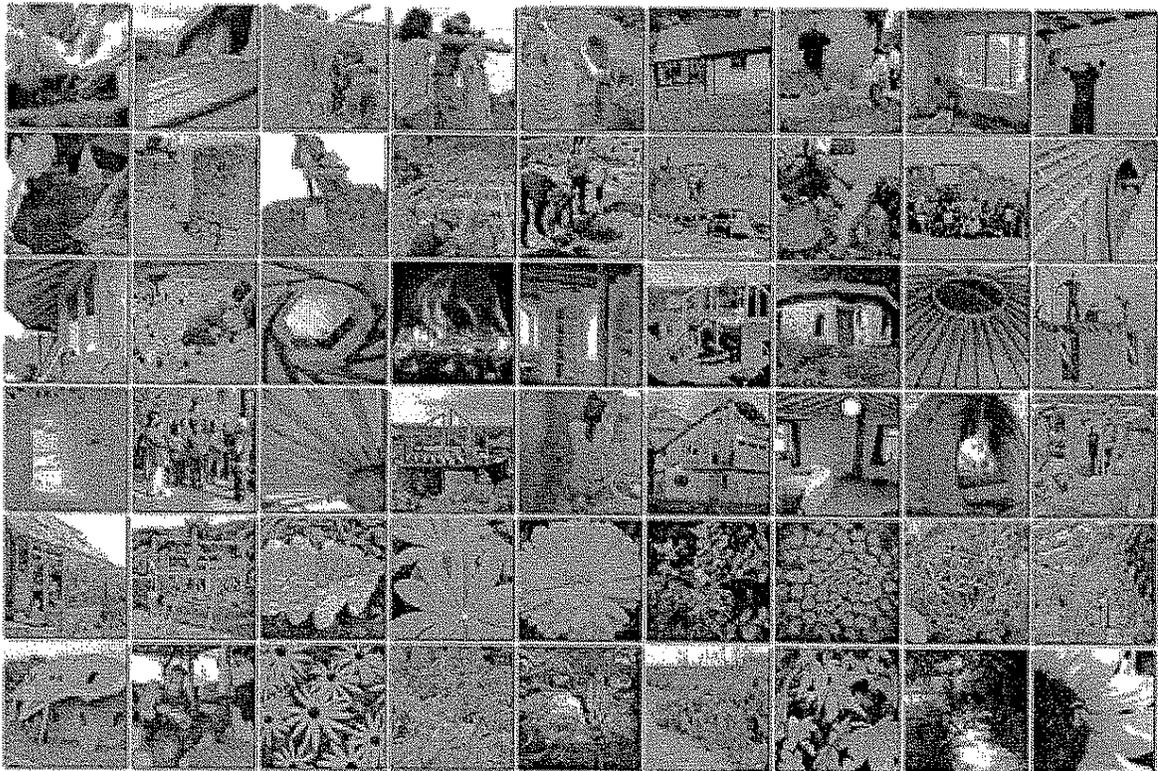
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Kinsale 2021

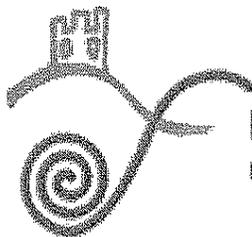
An Energy Descent

Action Plan – Version.1. 2005



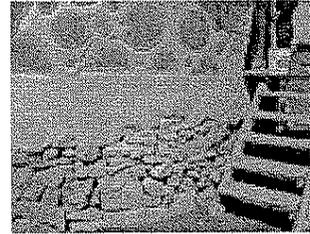
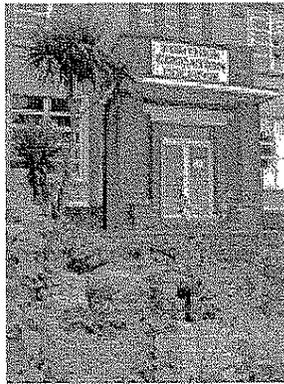
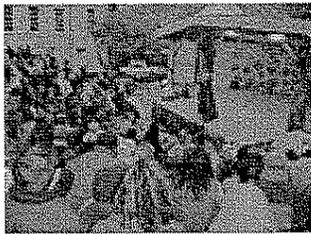
By Students of
Kinsale Further Education College

Edited by Rob Hopkins



Kinsale Further Education College
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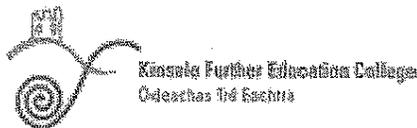
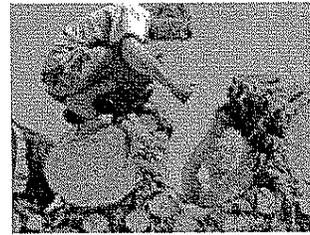
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Energy Action Plan - UK



Kinsale 2021 – An Energy Descent Action Plan

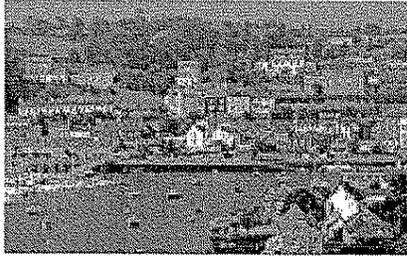
The report that you hold in your hand is a very important piece of work. It is the first attempt at setting out how Kinsale, a West Cork town of about 7,000 people, could make the transition from a high energy consumption town to a low energy one. The impending peaking of world oil production will lead to huge changes around the world, and Ireland will not be immune from this.

This report, prepared by permaculture students from **Kinsale Further Education College**, looks at how Kinsale could navigate this uncertain time by setting out a clear vision of how a lower energy future could be, and then identifying a clear timetable for achieving it. This is, as far as we know, the first time this has happened in Ireland. The report looks at most aspects of life in Kinsale, including food, energy, tourism, education and health. Also described is the process that produced this report, in the hope that it can be rolled out in other towns across the country.



Produced by:
Kinsale Further Education College with the
support of Kinsale Town Council, Kinsale
Environment Watch and The Hollies Centre
for Practical Sustainability.

All profits will go towards the implementation of this plan in Kinsale.



"If you want to build a ship, don't herd people together to collect wood and don't assign them tasks and work; but, rather, teach them to long for the endless immensity of the sea".

Anon

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"Traveller, there are no roads, roads are made by travelling"

Spanish Proverb



The Kinsale Energy Descent Energy Action Plan – an introduction.

by Rob Hopkins, course co-ordinator, Kinsale FEC

Oil

Oil is an amazing material. It can power aeroplanes, run cars and lorries, heat our homes and generate electricity. It can be turned into a huge array of plastics and other polymers the world has never seen before, allowing us access to a great diversity of products our ancestors could only have dreamt of – what Kinsale's ancient mariners would have given to get their hands on fibreglass and silicon mastic! It can be manufactured into medicines; the vast majority of modern drugs are petrochemical-based. Oil is used to power the production of high embodied energy materials such as cement, aluminium, steel and glass, which we use to house ourselves. It has facilitated a huge growth in employment and economic wealth, created prosperity previous generations could only have dreamt of. It has allowed us to build an economy where we manufacture less and less and import more and more. We export butter and we import butter. We remove our native orchards and buy apples from the cheapest seller wherever that may be around the world. We have created a façade of wealth while at the same time wantonly discarding the very things that at any other time in history constituted real wealth - well managed diverse woodlands, local, vibrant, diverse food markets, local skills and traditions, local genetic diversity, breeds and varieties uniquely suited to local climate and soils.

However, while oil has brought undeniable benefits, these have come with a price tag. The dangers posed to us all by global warming are known to all at this stage, but suffice to say we have altered the climate in ways that are already causing chaos around the world, and it is only just the beginning. We live in a world where oil has allowed us to create a huge range of chemical compounds never seen in the world before, many of which have been linked to problems in human health and environmental pollution. It is estimated that we all carry about 400-500 chemicals in our bodies that did not exist sixty years ago. It has also allowed us to create a lifestyle where we live faster - we drive to shop, drive to work, drive to be entertained. We are more stressed and unsatisfied, we sit down to meals with our families less and less, we have less and less time to relax with friends, there is a growing sense that "something is missing".

The Peak

As Dr. Colin Campbell's article below sets out, we are reaching a pivotal point in human history. At that moment, global oil production will peak, and from then on, demand will always exceed supply. There will never again be as much oil available as there is now. In short, we will reach (or have already reached) the point at which growth will become impossible. Our economies will need to make the transition to continual contraction rather than relentless growth. There will still be oil in the ground, but its extraction will become unfeasibly expensive and impractical, and our economies, designed on the fundamental assumption that they will always be growing, will have a traumatic period of adjustment to the new reality. The co-founder of permaculture, David Holmgren, likens our situation to being on the top of a mountain, from where we have views that no-one has ever seen before, but where the storm clouds are gathering. We have to navigate a way down the mountain while we still can, while we still have favourable weather and daylight. If we just allow the peak to happen, without planning for it, we will be in for a very rough ride.

Energy Descent – a planned way down

There is an old saying, *"there are three kinds of people; one who watches things happen, one who makes things happen and one who says 'what happened?'*. We do have an alternative to just sitting back and allowing a deeply uncertain future to simply unfold. Our collective dependence on fossil fuels leaves us very vulnerable, and indeed is largely responsible for the instability we see in the world today. To quote Jan Lundberg of the Sustainable Energy Institute, *"real peace in a petroleum-fuelled world means rejecting petroleum dependence in all ways possible"*.

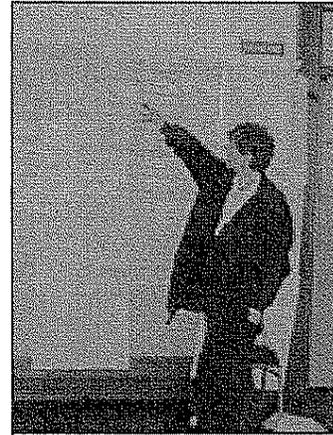
As a country on the Western seaboard of Europe, far from centres of distribution or oil production, we find ourselves at the end of a very long supply line. Ireland imports over 90% of its food and almost the same proportion of our energy. Much of our building materials are imported, likewise our medicines and many other essential goods. Despite our great material prosperity and our 'booming' economy, we are very vulnerable to fluctuations in supply or international events. Given that we can see the unfolding picture as regards peak oil, it beholds us to act and to do something about it, but what? The late renowned ecologist Howard Odum coined the term 'energy descent' for the transition from a high fossil fuel use economy to a more frugal one, also coining the term 'a prosperous way down' to show that, if planned, this could be an opportunity for great inventiveness and abundance. This report is,

as far as we know, the first time an Energy Descent Action Plan has been prepared for a settlement anywhere in the world. It is the first time a community has looked realistically at how it might manage this transitional period to the benefit of all in a timetabled step-by-step way.

In his indispensable book on the subject, *'The Party's Over – oil, war and the fate of industrial societies'*, Richard Heinberg invites the reader to take a trip to a city centre and observe how energy is being used. How does energy underpin the work people do, where goods come from, transportation, heating and so on? He then suggests imagining the same scene with 10% less energy, then 25% less, then 50%, then 75%. Once we peak, we can expect an annual decline of available energy of around 2% each year. This exercise is worth taking the time to do. The results are quite sobering, and it is what second year students at Kinsale Further Education College have been doing over the last year. It can lead to your asking some very uncomfortable questions and coming up with some very surprising answers.

Kinsale 2021

Students on the Practical Sustainability course at Kinsale FEC have spent the last year looking at what the realities of energy descent could mean for Kinsale, and what could be done about it. They have consulted with many of the leading thinkers in the field, and have researched the issue deeply. In February 2005 they held a one-day event entitled *"Kinsale in 2021 - Towards a Prosperous, Sustainable Future Together"*. To this event they invited many influential people in Kinsale, and began by showing them the recent award-winning film *'The End of Suburbia'*. The rest of the event was designed as a community think-tank, to enable the community to discuss issues raised by the film and brainstorm ideas about what could be done in the town to address them. The event was a great success, and gave the students many ideas and a feel for the community's hopes and fears. As a follow up to this, a conference is being planned for June 2005, called *'Fuelling the Future – the challenge and opportunity of Peak Oil'*, which will be addressed by many of the world's experts on the subject and on creative ways of adapting to it. We feel that these, together with this report, constitute very firm first steps towards a more holistic way of approaching Kinsale's future.



Ideas from the community being recorded and displayed during the Kinsale 2021 event

This Report

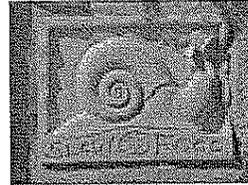
The report you now hold in your hands is the result of the students' endeavours over the last year. It is a bold and visionary piece of work. It offers a timetable by which Kinsale can begin putting in place the elements it will need in order to navigate the troubled waters ahead. It is a roadmap to sustainability, to localisation, to abundance. Some of the ideas it contains may have occurred to you before, many of them may never have. Put together they offer a way forward, with Kinsale leading the way for the rest of the country, setting an example as the first town that didn't stick its head in the sand, didn't hope the problem would simply go away if ignored. Kinsale could gain great advantage by being the first town off the blocks, the first town to begin this process. However, ideas are nothing if they just remain words on paper. To quote Joel Barker, *"vision without action is merely a dream, action without vision just passes the time, vision with action can change the world"*. We offer this vision as the first step towards the action that will we hope will follow.

It is for this reason that the appendices of this report include an article exploring the concept for the Kinsale Sustainability Centre. This sets out how a Sustainability Centre could be established and what its functions might be. The Centre would have the broad remit of implementing this plan in the town, initiating many of the projects and initiatives set out here. We include it here in the hope that its inclusion might contribute to its realisation. We offer this report as a first step on a long, exhilarating and fascinating journey.

Rob Hopkins is course co-ordinator of the Practical Sustainability course at Kinsale FEC. He is a founding Director of The Hollies Centre for Practical Sustainability and has taught permaculture and natural building widely around Ireland. To find out more visit www.theholliesonline.com.

Food

Deirdre Barry, Rob Hopkins



The Present

Kinsale is known widely as the Gourmet Capital of Ireland. While it does indeed host many fine restaurants, it is as dependent on imported food as anywhere else in the country. Over 90% of the food consumed within Kinsale comes from outside the area, and this percentage is rapidly increasing as imports become cheaper. Farmers are being paid to let their land do nothing, whereas it could be growing food for local markets. In the near future, when the reality of Peak Oil makes itself increasingly apparent, we will discover that food security is not only a Third World issue. As the recent fuel crisis in the UK showed, supermarkets only contain 3 days worth of food at any given time, as the old saying goes 'civilisation is only 3 meals deep'. Much of what we consume has travelled great distances, is saturated with pesticides and other chemicals, and is grown in ways that deplete rather than build soils. Even if we choose organic, there is a very high chance, if we shop in Kinsale, that the organic food we are buying has been grown overseas, with the resultant environmental impacts of transporting it over long distances to reach us. Food is one of the basic cornerstones of life, as oil prices steadily increase, we will discover how dependent we have become on a totally undependable system.

The Vision

By 2021, Kinsale has made the transition from dependency to self reliance. Food growing has become an integral part of life in the town. Lawns are a thing of the past, lawnmowers now hang in pubs as old ploughs did in 2005, relics of a bizarre form of land use that people used to practice in the dying days of the Oil Age. All landscaping in the town comprises of edible plants, fruit trees line the streets, all parks and greens have become food forests and community gardens, and every back garden contains a food garden. The resurgence in food production had great benefits for the community. People rediscovered old varieties, and began once more to save and exchange seeds. As peoples' diets improved with more and more fresh vegetables, and people enjoyed the exercise of making a garden, so health increased and common illnesses decreased. People are now more aware of the seasons, and a vibrant local economy in local honey, vegetables, fresh fish and poultry and fruit has now replaced the monoculture of the supermarket so popular in 2005.

Practical Steps:

2005

- The Kinsale Sustainability Centre appoints a Local Food Officer, with the brief of promoting local food. His/her first job is to organise an Open Space Think Tank event, inviting all those involved in food in Kinsale to discuss the recommendations in this report and to add new ones
- A Local Food Partnership is formed as a follow up to this meeting. Made up of interested parties and representatives of the various sectors in Kinsale with an interest in food, the Partnership serves a few roles. Firstly it is useful for ongoing discussion about food issues, secondly it facilitates the design of local food networks, and thirdly it gives profile to this work.

2006

- The Local Food Officer, together with the Local Food Partnership, produces a Local Food Action Plan for Kinsale, which sets out practical steps towards local food in Kinsale. A summary of this report is produced, together with a Directory of Local Food, listing all the local producers and growers in the Kinsale area.
- The Local Food Officer works with the local schools to change their procurement policies as regards food. Schools undertake to purchase 60% of their food from local producers, of which 40% is organic.

- The Local Food Partnership forms a Steering Group to begin to move Kinsale towards being a Slow Food town. They arrange a trip to existing Slow Food towns elsewhere in Europe to get a feel for their experience.
- Kinsale FEC adds a module to the Practical Sustainability course in Organic Market Gardening, so as to give people the commercial as well as the practical skills needed for making a living growing food within Kinsale.
- Identify a number of sites for orchards around Kinsale, and plant them with local school children, using rare West Cork varieties where available.

2007

- The Slow Food Steering Group formally applies to make Kinsale a Slow Food Town. This change means that the focus for Kinsale's restaurants stays on good quality food, but shifts subtly to add an emphasis on local, organic and high quality food. It also puts an emphasis on local recipes and delicacies, and helps reconnect people to their food heritage. The Slow Food group introduce a Kinsale Slow Food label, which restaurants which meet the criteria can be awarded. The scheme is launched with a Slow Food banquet in Kinsale Town Hall.
- The energy behind Kinsale's becoming a Slow Food Town leads to the obstacles to a Kinsale Farmers' Market being overcome. The Farmers Market is held every Friday, and brings local food to the community, and is a celebration of local food culture. As has been the experience of many other places, the Farmers Market creates many niches for small growers and is a real social focus for the town.
- Kinsale Town Council introduces reduced rates for businesses using more than a stated percentage of locally produced food.
- Kinsale Hospital introduces a Local Food Procurement policy, sourcing as much of its food locally as possible.
- Kinsale Town Council brings in new guidelines for its grounds maintenance staff. They are all required to undertake a permaculture design course. Wherever new trees are to be planted, they must be productive tree species. Especially recommended are nut trees such as walnut and sweet chestnut, as well as the wide range of fruiting trees. New guidelines are also introduced for developers, all new planning applications must be accompanied by a full edible landscaping plan. The new guidelines create employment opportunities for students from the Practical Sustainability course at Kinsale FEC, who are uniquely qualified to do this work, a number of whom set up design consultancies in order to serve this new demand.
- Students from Kinsale FEC begin working with local schools to design and install food gardens in each school.

2008

- Kinsale becomes recognised as Ireland's first Slow Food Town. A Slow Food Festival is held to celebrate. The high profile of being the first Slow Food town allows the Town Council to source funding to initiate a number of urban food growing projects. These include;
 - A community food garden in the garden in front of the town hall
 - A 1601 Fruit Trees for Kinsale initiative, which makes free fruit trees available to residents of Kinsale, as well as an aftercare advice service for people in how to take care of them.
 - A proposal for the current Supervalu car park site to transform it into a mini-Eden Project, a glass dome incorporating a 'Living Machine' waste water treatment system, a café, a subtropical fruit arboretum, and food growing. This structure would become a major attraction, and would be a ground breaking example of a tourist attraction designed to bring great benefit to a town beyond simply attracting tourists.
 - An 'EasyGarden' scheme, where salad and vegetable plants are propagated in trays at a central point and then passed on to people to plant directly, saving them the perceived 'hassle' of growing their own plants from seed.

- A programme to seek out any rare apple or other fruit varieties in Kinsale so that cuttings can be taken and the varieties can be preserved.

2009

- The Slow Food is label rolled out to include B&Bs. By meeting certain criteria they are allowed to call themselves a Slow Bed and Breakfast (or Bed and Slow Breakfast... (!)). Criteria are established for how they would qualify. One is that they provide local breakfasts, with all the components of the breakfast being sourced locally. Switching all of Kinsale's B&Bs over to the Slow Food label would create a considerable market for local produce.

2010

- By 2010, the various changes in procurement from schools, the hospital and B&Bs and also the now well-established Farmers Market have begun to create significant market opportunities in Kinsale for people to produce local food. Polytunnels start popping up on open ground around Kinsale, and the sound of chickens is once again heard in the town. West Cork LEADER make grants available to people starting up small scale food production, and also offer business support.
- As part of the Slow Food process, and in the interest of promoting Kinsale as a Sustainable Town, Kinsale Town Council bans the use of herbicides along road sides in the town.

2011

- Groups of farmers with land around Kinsale get together and form an organic local food co-op. With the help of Teagasc, they convert their land to organic, and work together to grow food specifically for the local market. They focus on bulkier crops such as potatoes, carrots and parsnips, to complement the salads and more easily transported crops being grown nearer to or in the town.
- The farmers co-op also turns its dairy herds organic, and begin to value add the milk they produce by making cheese and butter on the farm for local markets. The co-op also, with all its member farmers, takes a fresh look at all of its practices in the light of Peak Oil. This leads to lower stocking densities, and a widespread adoption of the practice of Foggage Farming, as developed at Fordhall Farm in the UK (see Resources). In this system all livestock are 100% Free Range and graze the species-rich chemical free pastures all year round (there would be a certain conversion period to reseed pastures and to build up the required root mat in the sward). No routine antibiotics or growth hormones are used. Stock is not housed through the winter, so there is no need for any additional concentrates. Hardier cattle varieties are used.
- The Farmers Co-op and the local growers get together to design a Community Supported Agriculture Scheme, whereby customers can order food directly from local sources. A box of mixed produce is delivered on a weekly basis to homes in the town. This also allows the customer to make a direct link with the growers, so they know where their food comes from.

2012

- A 'Tasty Towns' competition is introduced as a national challenge to towns to see which town can grow the most food in the most imaginative way within its town boundaries. Other criteria looked for are the most imaginative ways of incorporating the widest cross section of society in food growing and the revival of old varieties and traditional techniques. It is co-ordinated and run in a similar way to the Tidy Towns competition, but does a great deal to promote local food growing in Ireland. Its central office is based in the Sustainability Centre in Kinsale.
- Training is offered to the Kinsale community on innovative niche markets for food production. These include organic mushrooms such as shiitake, unusual vegetables, and innovative ways of growing grains. These

workshops are hosted at Kinsale FEC and funded by Bord Bia and West Cork LEADER.

2013

- A laboratory is set up producing spores for gourmet and medicinal mushrooms, modelled on the Humungous Fungus company in the UK (see Resources below). They sell spawn and also set up a series of growers around the region growing mushrooms on. These mushrooms have amazing health benefits, indeed the majority of medicines in China and Japan are made from mushrooms.
- In order to make it easier for individuals to grow their own food, the 'EasyGarden' scheme links with the Community Composting Scheme, and offers a whole package, teaching people how to very easily make no-dig gardens as well as providing them with the plants to fill the beds.
- Apple Day begins to be celebrated as an annual festival in Kinsale, celebrating Kinsale varieties and reconnecting people with the history of the apple in Kinsale.

2014

- In the interests of energy efficiency and also of promoting local food growing, grants are made available for people to put lean-to conservatories on their houses, provided they meet certain design criteria, for example they are not to be heated, they are to be thermally isolated from the rest of the house, and they should be on the south side of the house. Help is then given with designing food growing inside and identifying suitable species.

2015

- A 'MatchMaking Service' is set up to get around land access issues in Kinsale. A number of younger more physically able people live in flats and in houses with no gardens, while many older people live in houses with gardens they are no longer capable of looking after. Many of these older people would love to see their gardens being used in a productive way, perhaps in exchange for a 'vegetable tax', a small proportion of the produce. The Matchmaking Service would co-ordinate this, make introductions between people and working as an intermediary in the case of any problems arising.

2016

- An aquaculture system is designed for the town. Being a natural bowl, Kinsale is in many ways ideal for an urban sustainable aquaculture system. Water is channelled into a series of ponds which are used to raise freshwater fish, such as trout. This is carefully designed so as to also allow for other uses such as recreation and the production of other crops such as watercress and water chestnuts.
- The orchards planted in 2007 begin to come into regular production. A press is set up in the town to facilitate the production of apple juice, cider and cider vinegar.

2016 – 2021

- Assisted by the various organisations now in place and the highly visible benefits of local food growing, the move towards a culture of local food growing is well under way. Kinsale is well ahead of the rest of the country in not only having put in place the infrastructure of a local food economy, but also holding a number of events to celebrate it. The ecological aquaculture system is put in place, bringing the sound of running water to the streets of Kinsale as well as high quality fresh fish. The glasshouse project for the Supervalu car park site in Kinsale is granted planning permission and also funding, and work begins on its construction. Kinsale now has an in-built resilience to enable it to deal robustly with shocks and shortages in the food supply system.

Resources

Books

Bell, Graham *The Permaculture Garden* Permanent Publications 2004
Fern, Ken. *Plants for a Future – edible and useful plants for a healthier world* Permanent Publications 2002
Jeavons, John *How to Grow More Vegetables Than You Ever Thought Possible on Less Land Than You Could Possibly Imagine* Ten Speed Press 1995
Norberg-Hodge, Helena et al., *Bringing the Food Economy Home* Earthscan Books, ISEC
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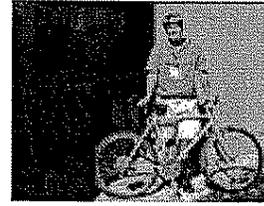
An tIonad Glas – Organic College, Drumcollogher, Co. Limerick www.organiccollege.com
BBC Gardening with Children www.bbc.co.uk/gardening/children
Bendalls Farm (UK) www.bendallsfarm.com
Biodynamic Gardening and Farming Association (US) www.biodynamics.com
Bord Bia, www.boardbia.ie
Church, Norman *Why Our Food is So Dependent on Oil* (an excellent article on the oil dependence of our food supply system) - available online at www.fromthewilderness.com/free/ww3/040605_world_stories.shtml
Demeter – the biodynamic certification organisation www.demeter.net
Federation of Irish Beekeeping Associations www.irishbeekeeping.ie
Fordhall Farm, Shropshire, UK. where the Foggage Farming system was pioneered.
www.fordhallorganicfarm.co.uk
Gardening with Schoolkids www.4children.org/news/798bugs.htm
Good Gardeners Association – promoting no-dig methods (UK)
www.goodgardeners.org.uk
Humungous Fungus Company, in Wales, who have pioneered small scale organic gourmet mushroom production. www.humungus-fungus.co.uk
Irish Seed Savers Association www.irishseedsavers.ie
Irish Seed Savers Association www.irishseedsavers.ie
Journey to Forever – a wonderful site full of interesting ideas
www.journeytoforever.org
Organic Centre, Rossinver, Co. Leitrim www.theorganiccentre.ie
Permaculture Association (UK) www.permaculture.org.uk
Plan Organic – a great Irish organic resource www.planorganic.com
Pretty, J.N. et al. *Farm Costs and Food Miles: An Assessment of the Full Cost of the UK Weekly Food Basket*, in *Food Policy* 30 (2005), pp.1-19. www.elsevier.com/locate/foodpol
Ragman's Lane Farm (UK) www.ragmans.co.uk
Slow Food Ireland, www.slowfoodireland.com
Sustain, www.sustainweb.org Their website contains a wealth of very useful articles on the practicalities of putting global food structures in place. Essential.
The Edible Schoolyard www.edibleschoolyard.org

Sources of Unusual Plants and Organic Supplies

The Herb Garden, Co. Dublin www.theherbgarden.ie/homepage.htm
Peppermint Farm and Garden, Co. Cork www.peppermintfarm.com
Future Forests, probably the best tree nursery in the country (Co. Cork)
www.futureforests.net
Fruit Hill Farm, Co. Cork www.fruithillfarm.com/contact.shtml
Agroforestry Research Trust www.agroforestry.co.uk
Cool Temperate – plants and services for a sustainable world www.cooltemperate.co.uk
Future Foods - seeds and tubers of many trees, shrubs, vegetables and herbs, many hard to find elsewhere. Also sell mushroom spawns. I challenge you to read their incredible catalogue and not buy anything! www.futurefoods.com
Organic Centre, Rossinver, Co. Leitrim www.theorganiccentre.ie
Plants For A Future - Resource and information centre for edible and otherwise useful plants www.scs.leeds.ac.uk/pfaf/

Transport

Becci Neal and Bridget Hannan



The Present

Kinsale attracts thousands of visitors every year. While some of these people sail into the harbour, the majority of them arrive by road, either by car or bus, and during the summer months the town gets extremely congested. This results in a stressful and polluted atmosphere which is hardly attractive. The towns' narrow streets make it ideal for pedestrians and cyclists but the two-way traffic system and amount of vehicles travelling on them make it very unfriendly and unsafe. While there are bike-hire facilities there isn't actually anywhere to park your bike or safe routes for them to travel on. The results from a number of Cork Environmental Forum meetings in Kinsale clearly show that local residents are in great need of more efficient public transport, which at the moment has a lot of room for improvement.

The Vision

In Kinsale in 2021 there are fewer cars and fewer fossil fuel resources, commuting long distances to work is no longer possible. Back in 2005 nobody enjoyed being stuck in traffic, struggling to find a parking space, the endless costs of owning a car and the problems that can arise. With the introduction of sustainable integrated transport design within the town, starting first with traffic calming and reduction and leading on to a healthier and more localised lifestyle for all within the area, Kinsale is now a far more pleasant and efficient place to live.

Over the years since 2005, as the town became more self-reliant, the need for private car ownership steadily reduced. Kinsale residents gradually came to see that while it is important for everyone to have access to a means of travel and that goods needed to be moved from one place to another, this no longer necessitated every family owning their own car. Transport in Kinsale now consists of a wide mixture of choices, from easy safe ways to get around by bicycle, car sharing clubs and lift sharing bulletin boards, improved public transport and more efficient short distance vehicles. Plans for a light railway between Cork and Kinsale are well underway. The benefits are clear for all, and people still occasionally look back with horror on those summer days 16 years ago when the streets were clogged with fume pumping cars and coaches.

Practical Steps

2005

- Renewal of the Kinsale-Cork bus times, allowing adequate journeys for commuters to use the service for getting to and from work. It has been suggested that buses should run hourly at peak times of the day.

2006

- Remove 'The Wave' installation on Pier Road, and replace with a hard-shoulder for buses to pull into. A shelter should also be built which can accommodate waiting passengers.
- A Transport Officer is employed by the new Sustainable Development Centre in Kinsale (see Appendix 1), to research into opinions about pedestrianisation of Short Quay and Market Street, and the introducing of a one-way system around the town. Residents and businesses are shown case studies where pedestrianisation has improved not discouraged business as there is a lot of fear surrounding this move. A vote is then held.

- Begin, in collaboration with Kinsale Town Council, **Bike In Kinsale!** campaign for making Kinsale bicycle friendly. Primary objectives should be to;
 - Plan and implement bike paths – initially in the busiest areas of town
 - Produce maps of all cycling routes in the area
 - Provide lockers, racks and secure parking for bikes
 - Provide maintenance service and safety education
 - Promote, educate and raise awareness of the benefits of cycling
 - Ensure cyclists will be able to take their bikes on public transport for free

The campaign should look to using the more flexible county transportation funds for bike facilities and programmes.

- Set up a 'lift-share' website for Kinsale. This will have two sections; a 'lifts wanted' section, and a 'lifts offered' section. This could form a part of the www.KinsaleLinks.ie website which is referred to in more detail in the Economy and Livelihoods section. A notice board for the public to post journeys on should also be put in the Sustainability Centre, and promotion signs should be put on lampposts in and around the town.
- Local schools conduct a traffic survey, to identify traffic patterns and the percentage of local/medium/long distance journeys.

2007

- Pave the chosen pedestrianised area. Locked bollards should be put in place for delivery access.
- Begin a programme to encourage children to walk to school. This would alleviate traffic congestion within the town and cut down car emissions. Other towns and villages across Europe have very successfully established 'walking buses' where a member of staff or a volunteer parent will collect and mind children on the walk to school.
- Begin building cycle paths around the town and to surrounding villages.
- Establish a centre for recycling and reprocessing vegetable and mineral oils for and from vehicles. This centre should now begin to investigate into possibilities of having a bio-diesel filling station in Kinsale, and start promoting the idea to Kinsale residents.
- Begin horse and cart taxi, giving tours of Kinsale. There could be pick-up and drop-off points at all the car parks around the town. These tours could eventually turn into 'Sustainable Tours', taking people to see all the different sustainable features of Kinsale, including a visit to the horse stables for a demonstration of sustainable blacksmithing. Another possible tour would be a historic one, going to Charles Fort and James Fort, with a ferry connecting them.

2008

- Electric Vehicle (EV) circular route bus service to pick up elderly people twice a day from the Kinsale area, and bring them to town. This bus could also be used by other residents but priority would be given to those who do not have access to other means of transport. The batteries for this bus could be charged by a wind turbine on the outskirts of the town, or by a photo-voltaic system within the town.
- Dial-a-Ride scheme to be set up. This is a door to door transport system for those who are unable to use or find it difficult to use public transport, and do not have their own means of getting about. Customers pay a small registration fee, and then can ring up to book a journey anywhere within the area up to seven days in advance. The drivers of the vehicles are trained in both first aid and in the assistance of those with mobility problems. These already exist in many counties in the UK, and have proved to work very well.
- Trialling to begin of high-profile vehicles that are run on bio-diesel, such as school buses, waste collection and An Post vans. Subsidised engine conversions should be offered to the public.

- Conduct a survey of Kinsale residents to see who they work for and how far they have to travel. Identify the largest and work with them to identify options for homeworking or for liftsharing.

2010

- A Bio-fuel filling station to be set up in the town as part of one of the existing petrol stations in town. As oil supplies become scarcer the government will welcome fuel alternatives such as bio-diesel and bio-fuel. The area on Pier Road where the current bus stop and garage are situated could become a central focus for sustainable transport and information.

2012

- The feasibility of a funicular railway for climbing the steep hills of Kinsale is investigated.

2015

- All service stations to have solar panelled roofs so that customers can bring in their solar car batteries for charging.

2021

- By 2021, Kinsale should be totally weaned off petroleum transport, and be self-sufficient in its bio-fuel production, using land around the town to grow the required materials for the making and processing.

Resources

Books

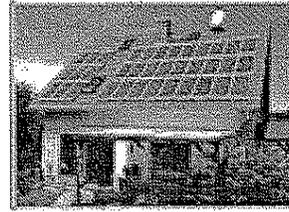
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 James, Sarah & Lahti, Torbjorn. *The Natural Step for Communities – how cities and towns can change to sustainable practices*. New Society Publishers 2004
 Seymour, John and Giradet, Herbert *Blueprint for a Green Planet*, 1987
 Von Weizsacker, Ernst, Lovins, Amory B. & Lovins L. Hunter *Factor Four – Doubling Wealth, halving resource use* Earthscan
 Walter, Bob, Arkin, Lois and Crenshaw, Richard *Sustainable Cities – Concepts and Strategies for Eco-city Development*

Websites

Centre for Sustainable Transport, definitions and visions for the future www.cstctd.org
 10 steps to Sustainable Transport www.greenfleet.com.au/htm/transport
 Useful material on electric vehicles www.cvleisure.co.uk
 ...and electric bicycles... www.ecoelectricbikes.co.uk
 How to run a diesel engine on vegetable oil www.autoinfozone.com
 Some general bio-diesel information www.biodieselworldwide.com
 How to make your own fuel www.bio-power.co.uk/makeit.htm
 A model car-pool website for the UK www.car-pool.co.uk
 Eilish Oils Ltd., producers and suppliers of Pure Plant Oil and bio-diesel in Ireland.
 Kilmurray, NewtownMountKennedy, Co. Wicklow, Ireland. Tel: 01 286 3673, 01 284 2777
www.eilishoils.com -

Energy

Pernilla West & Bridget Hannan



The Present

Kinsale town is dependant on an outside supply of oil and other fossil fuel to generate electricity and heating for homes, businesses and all public buildings. This situation is not sustainable as we are approaching a time of oil depletion. Although fossil fuels will still be available, it won't be affordable for the average person. When this time comes questions will be raised within the community.

- How to cook and store food?
- How to treat water?
- How to heat, light and power homes, schools and other buildings?
- How to priorities the use of energy to provide for our needs rather than for luxuries?

The Vision

Our aim for Kinsale is that by 2021 the majority of its energy will come from sources within a ten-mile radius. With this in mind we would envisage Kinsale as having pulled all its resources together and set up a far more sustainable energy network, incorporating several renewable energy sources. Wind would be the main one. It has been proven that, with wind, you can harvest twenty times more energy per hectare than energy crop plantations of short rotation coppice¹. With wind speeds of 30 mph providing over 3 1/2 KW of power it will certainly meet Kinsale's energy requirement if combined with other sources such as solar, anaerobic digesters² and Combined Heat and Power (CHP)³.

In addition to the introduction of renewable sources of energy, there will also be actions put in place to help Kinsale in saving energy in the first place. This needs to be done as soon as possible. To do this there will be an Energy Rating Scheme set up, which will survey buildings. The data will be used to analyse how energy efficient they are and also to identify what changes need to be made to ensure that the buildings no longer waste energy. Educational resources will be incorporated so that people can follow clear and simple guidelines to help them reach a 5 star rating. By 2021 people will look back on the amount of fossil fuel energy it took to sustain the 2005 lifestyle and be astonished that we were so wasteful.

Practical steps

2005

- Provide every household and business with information on practical steps to save energy. These steps include such things as using long-life light bulbs, switching off all electrical appliances instead of leaving them on stand-by, only boiling the required amount of water instead of always filling the kettle, having properly insulated immersion tanks etc. This information has already been produced by ENFO and could be sourced from them. It would need just a single sheet specific to Kinsale.

¹ Broadleaved trees are cut during the dormant season, which then produce continual multi stems that are harvested for wood products.

² Waste materials such as human sewage and food scraps are used to produce methane, which is used to produce heating and power.

³ Combined Heat and Power involves the simultaneous production of heat and electricity from the same primary fuel source. A fuel that is perfectly suited to this is woodchip made from the tree surgeons trimmings. From an article in "Construct Ireland" by Richard Douthwaite - he mentions that an estimated 30,000 houses in the London area could be heated from this fuel source alone.

- Encourage people to switch to sustainable energy supplier such as Airtricity, who guarantee that all the power they provide is generated from renewable sources (see Resources).
- Fit small solar panels to public lampposts, so as to make them energy autonomous, their high visibility being a good public awareness exercise.

2006

- Introduce the Energy Rating Scheme.
- Implement new rigorous insulation standards for any new development in Kinsale town.
- Promote the use of double-glazing windows and proper roof insulation. Set up Buyers Clubs for insulation, so as to make it more affordable.
- Setup of a group to locate a suitable site for a wind farm, and to develop a wind farm co-op. Places to consider for this would be the Old Head, or possibly off shore. Representatives from the group would make visits to other wind farms in Ireland. The group will organize meetings aiming to increase people's awareness of wind farms and also discuss the possibility of their becoming shareholders in the co-op (the Baywind Energy Co-op in the UK is an excellent example of this).
- Identify site and begin the planting of a short rotation coppice woodlands for wood supply for highly efficient woodstoves.

2007

- Continue programme of work on private dwellings to improve energy efficiency levels.
- Setup an anaerobic digester to heat the hospital, bringing in farm waste from surrounding farms. If combined with a combined heat and power plant (CHP), this could also power a number of neighbouring homes.
- The wind farm co-op applies for planning and work begins on the construction of the wind farm.
- Solar panels and photo-voltaics⁴ begin to be installed in hotels, B&Bs and restaurants. Solar Clubs are set up in order to make solar water heating systems more affordable. Groups of 10 or more householders undertake to buy systems, resulting in their being in a very strong position for negotiating the price down.

2008

- Set up a second Combined Heat and Power scheme (CHP) in town, to heat school and community centre, powered by biomass from the Council's hedgerow pruning in the Kinsale area and from willow coppice plantations, part funded by LEADER and Sustainable Energy Ireland.
- Investigate the potential of the House of Tomorrow scheme⁵
- Encourage farmers to grow oats and straw for biomass heating⁶.

2010

- First wind farm is up and running. It is supplying 50% of Kinsale's energy on a private wire system, ie. supplying the town rather than feeding into the grid. This leads to far higher levels of efficiency.
- The buildings in the Energy Rating Scheme are being assessed again to ensure that they are reaching their targets.

⁴ A type of solar panel that generates electricity rather than hot water from the sun.

⁵ This is an initiative from Sustainable Ireland aimed to accelerate improvements in the quality of energy features in Irish housing. It will do this by funding projects researching, developing and demonstrating more sustainable energy practices. Its focus is to stimulate the widespread uptake of superior sustainable energy planning, design, specification and construction practices in both the new home building and home improvement markets.

⁶ A system where oats, straw and coppiced wood are burned to produce heat.

- 40% of the buildings in Kinsale now have the majority of their hot water supplied from solar water heating systems⁷.

2015

- Wind farms are now supplying 80% of Kinsale's energy.
- Anaerobic digesters and CHPs are supplying an additional 10% each.
- 80% of Kinsale buildings have solar heating systems set up. A grant system is now in place, allowing people to pay for their panels in instalments over a long period of time.

2021

- Kinsale has now achieved its target. It is the first town in Ireland where all heating and power come from renewable energy sources. The town has become a role model for Irish towns and cities who wish to do the same. It is a zero-carbon town.

Resources

Books

Ernst Von Weizsäcker, Amory B Lovins, L Hunter Lovins *Factor Four – Doubling wealth, halving resource use* Earthscan Books

Ecologist Magazine (ed) *Go Mad – 365 Daily ways to save the planet* Green Books (UK)

Richard Douthwaite (ed) *Before the wells run dry – Ireland's Transition to Renewable Energy* FEASTA/Green Books

Lester R Brown *Plan B. Rescuing a planet under stress and a civilization in trouble* - Earthscan Books 2005

Bri Nua Community Wind Energy Group, the Mayo Community Wind Energy Group, and the Western Development Commission (edited by Douthwaite, Richard) *To Catch the Wind To Catch The Wind: The Potential for Community Ownership of Wind Farms in Ireland* available for downloading by logging onto the web site www.wdc.ie or by contacting the WDC directly at Western Development Commission, Dillon House, Ballaghaderreen, Co. Roscommon tel. 094 986 1441. **e-mail:** fionacandon@wdc.ie

Internet

Airtricity (you can transfer you domestic energy bill to them, and know by doing so that you are buying your power from renewable sources <http://www.airtricity.net/>)

Baywind Energy Co-operative www.baywind.co.uk

Combined Heat and Power systems. www.chpa.co.uk

Department of Communications, Marine and Natural Resources. CHP and operating wind farms. www.dcmnr.gov.ie

Pure Technology Ltd. Convent Road, Bruff, Co. Limerick, Email: info@pet.ie, Telephone: 061 382882, Fax: 061 382883 www.pet.ie

For information on Solar, Wind and Geo-Thermal systems contact www.sei.ie/reio.htm, Sustainable Energy Ireland, Renewable Energy Information Office, Shinagh House, Bandon, Co. Cork, Email: renewable@reio.ie

Telephone: 023 29145, 29146, Fax: 023 29154

PREDAC – European action group for renewable energy. www.cler.org

To Catch The Wind – Renewable energy partnership. Provide an excellent free booklet (see above) www.wdc.ie

Andy Wilson, Bioclimatic House Design and Renewable Energy Services, Corrig, Sandyhill, Westport, Co. Mayo. Tel: 098 26281 or email futureenergy@eircom.net

Solaris Solar Energy Systems, Co. Cork <http://www.solaris-energy.com/>

EcoPlus (Co.Kerry) <http://www.ecoplusonline.com>

Cork City Energy Agency <http://www.corknrg.com/>

The Centre for Alternative Technology (Wales) <http://www.cat.org.uk/>

Irish Wind Energy Association (IWEA) <http://www.iwea.com>

Dunstar Ltd – geothermal heat pumps, Co. Cork <http://www.solterra.ie>

Biodiesel – Joshua Tickell's Biodiesel Report <http://www.VeggieVan.org>

British Wind Energy Association (BWEA) <http://www.bwea.com>

British Photovoltaic Association <http://www.pv-uk.org.uk/>

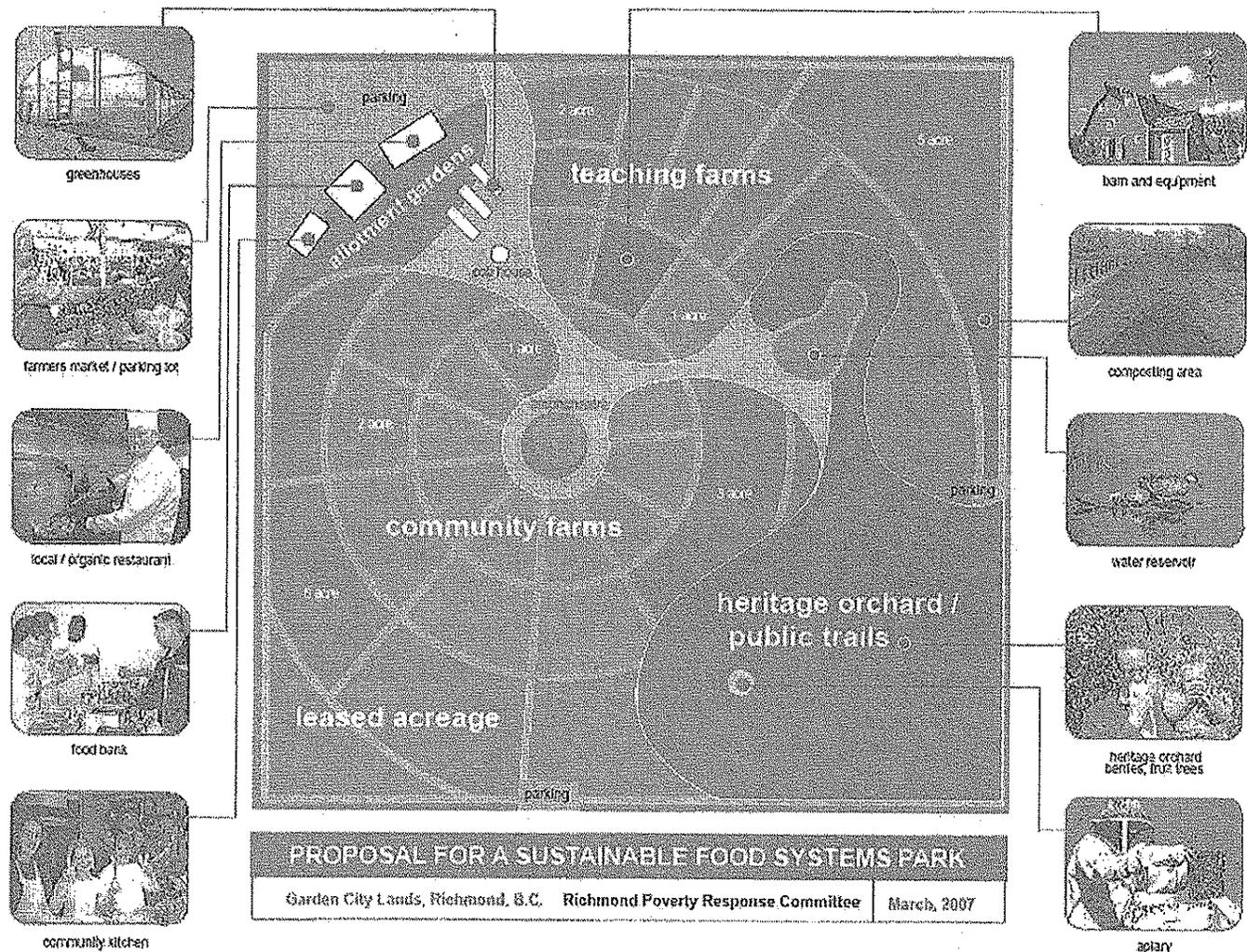
Solar Clubs Project – a great scheme from the UK <http://www.cse.org.uk/>

SolarTwin <http://www.solartwin.com/>

⁷ Use of solar panels to heat water.

Proposal for a Sustainable Food Systems Park Garden City Lands, Richmond, B.C., Canada

Note: For context for this proposal, visit the Garden City Lands website, www.GardenCityLands.ca.



Contents of Proposal

The Need

1. Vision Statement
2. Goals
3. Concept Elements
4. Potential Partners
5. Successful Urban Farming Projects
6. Research Sources

**Example -
re-localization of food
system**

The Need

In September 2006, the Richmond Food System Assessment commissioned for the Richmond Poverty Response Committee uncovered the following issues in Richmond:

- Richmond is at risk for food security, given its geographic location and dependence on food imports.
- The number of farms in Richmond dropped from 247 in 1996 to 182 in 2001.
- Only one of the four community gardens was accessible by public transit.
- There were no food-related social enterprises (buying clubs, food co-ops, community-supported agriculture) or farmers' markets promoting local food consumption.
- The locations of the Richmond Food Bank were not readily accessible by public transport. (This situation has subsequently been improved.)

According to the City of Richmond's Official Community Plan (OCP), the population of Richmond is expected to grow to 212,000 by the year 2021. Much of this growth is planned for the City Centre, where there is a shortage of green space and parks. While the increase in population will result in a greater demand for food, the farming community in Richmond is aging, and the rate of replacement is low. Richmond needs more locally grown food.

To counteract these issues, the Richmond Poverty Response Committee requests that the area known as the Garden City lands be kept in the Agricultural Land Reserve and developed as a Sustainable Food Systems Park. This land would be used to grow culturally appropriate, organically produced food and would provide a number of services to the community.

The benefits of the agricultural park on the Garden City lands would be:

- **Environmental:** It would shorten the distance between food production and consumption, improve the local micro-climate, act as a carbon sink by absorbing CO₂, increase environmental biodiversity, and use urban waste (solid organic waste used for compost).
- **Social:** The farm would improve the appearance of the neighbourhood, organize local citizens and improve access to fresh, nutritious food.
- **Economic:** A greater percentage of the value of the food grown in Richmond and then consumed locally would remain in the community. The agricultural park would attract tourists from abroad and provide access to income-generating opportunities.

The Richmond community has begun thinking of it as "Richmond's Stanley Park," featuring urban agriculture instead of urban forest.

1. Vision Statement

The Sustainable Food Systems Park will be a place to promote a local food system with access to affordable and nutritious food for everyone in Richmond. It will:

- Promote sustainable agriculture.
- Include space for growing native edible plants on land reserved for organic farming, a teaching kitchen, community supported agriculture (CSAs), a farmers' market and perhaps a restaurant with the theme of locally grown food.
- House a new Richmond Food Bank location with garden plots accessible to clients.
- Provide space for cooking clubs and other activities that support food access and security and foster self-reliance as well as a sense of belonging and community.

2. Goals

- To develop an accessible, barrier-free food centre that is an example of urban agriculture.
- To increase the local production of affordable, culturally appropriate food.
- To support new and established farmers.
- To increase the number of local food enterprises with a focus on youth and First Nations.
- To educate the community in environmental stewardship, organic farming, and safe food handling practices.
- To develop a community meeting space to counteract the isolation caused by immigration, age, and poverty
- To develop a unique public space that would be accessible by trails and link to the city's park system and that would attract tourists from around Metro Vancouver and from afar.

3. Concept Elements

Although many elements will be part of the Sustainable Food Systems Park, the land in its entirety will be managed as one unit, thereby ensuring that all development on the land adheres to the goals of the park. Water issues, in particular the impact of development on drainage, will need to be addressed over the entirety of the property, rather than section by section.

Agricultural

- Leased acreage for Richmond farmers (approximately 5 acres each)
- Community farms (1 to 3 acre lots for CSAs)
- Allotment gardens for individuals and non-profit agencies
- Apiary and honey house
- Heritage orchards
- Demonstration blueberry, cranberry fields
- Seed-saving storage (freezers)
- Equipment storage sheds and equipment pool
- Composting systems, water conservation
- Free-range chickens and ducks
- Greenhouses and cold frames
- Reservoir lake(s) to enhance drainage and be a resource for irrigation needs

Economic

- Organic local food restaurant
- Local farmers' market
- Economic social enterprises—supporting small businesses to market sauces, salsas, dried herbs, honey, and fruit products grown on the Garden City lands
- Commercial kitchen accessible to entrepreneurs
- Green power systems, including solar and geothermal

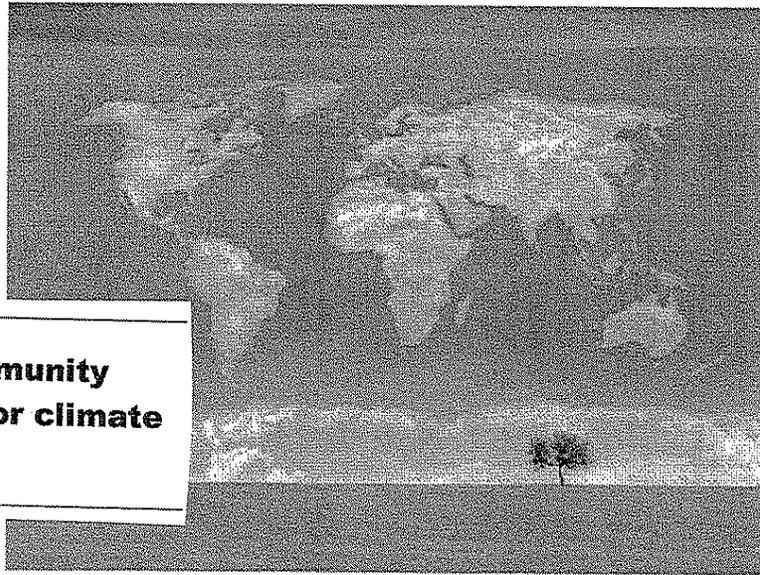
Educational

- Teaching/demonstration farm fields (Kwantlen Polytechnic University urban agriculture education, UBC)
- Continued education programs
- Community teaching kitchens
- Perinatal nutrition and support program for low-income pregnant women

Social Support

- Future Richmond Food Bank Centre
- Public trails
- Outdoor gathering spaces and serene spaces (e.g., for tai chi)
- Cob houses for trainees/apprentices to live in + a caretaker

Cool Trends



**Examples - Community
level solutions for climate
change**

10 things cities are doing *now*
to reduce greenhouse gases



**The world's leading professional association
of sustainability practitioners**

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Introduction

What is ISSP

The International Society of Sustainability Professionals (ISSP) is a new, global professional association supporting sustainability practitioners. We offer networking opportunities, a databank of useful resources, and professional development primarily via user-friendly webtools. With the growth of this industry is a burgeoning and passionate group of people doing the work. ISSP is dedicated to maximizing their effectiveness:

- Stop reinventing the wheel! Members can find best practices and samples on our website.
- Connect! Sustainability is about systems thinking so members use our network to find others working on similar issues.
- Learn! The field is expanding so quickly, it's hard to stay on top of it. Members get book reviews, digests of important news, and soon, a professional journal. Attend our webinars and join in on distance learning classes.
- Save! Get discounts on related publications, tools and services.

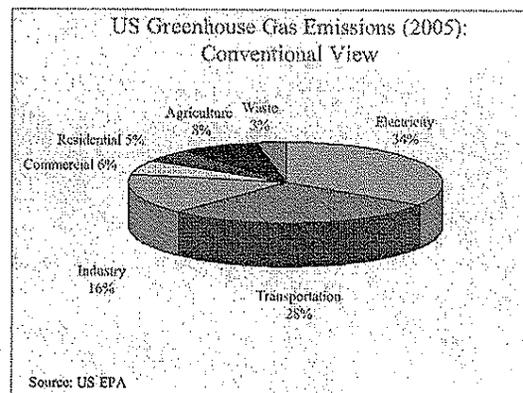
Go to www.sustainabilityprofessionals.org for more information.

How this report was written

During the summer of 2008 we set out to answer this question for our members:

What strategies can communities and municipalities in the developed world implement now to reduce greenhouse gases that can be easily retrofitted into an existing community (i.e., not require major redevelopment) that offer multiple benefits (social, economic and environmental)?

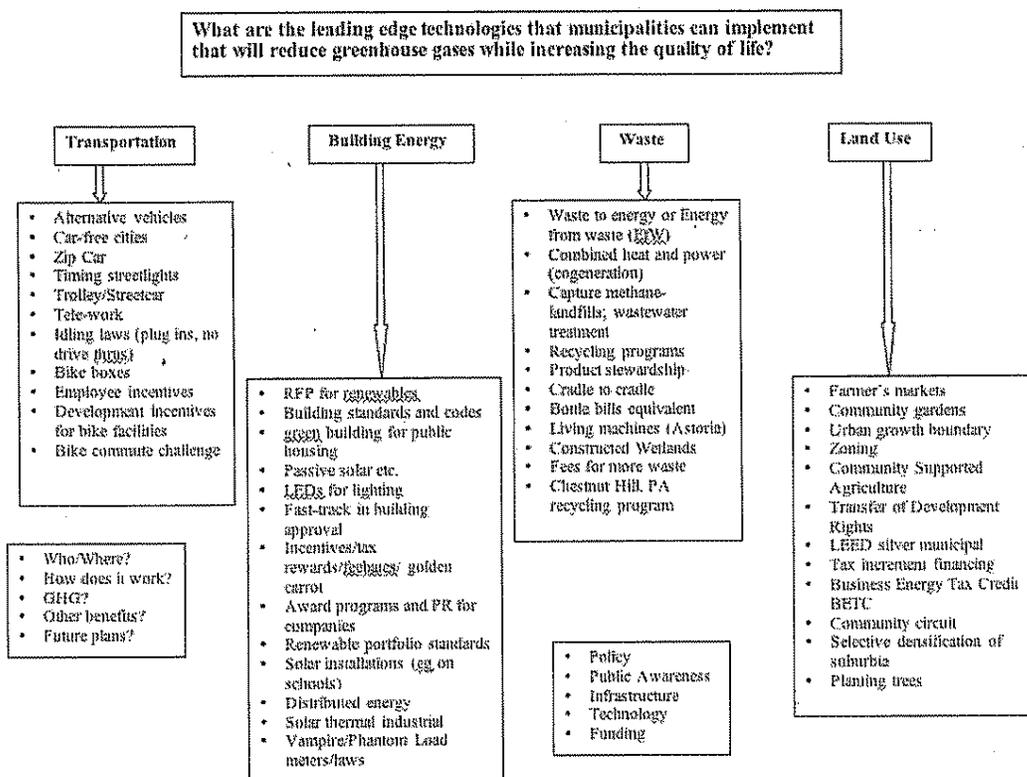
Through a combination of research and interviews with experts in the field, ten strategies emerged. These are not the only strategies that are possible but instead are ones that seemed to be the most widely applicable while yielding significant carbon savings. We focused on energy, transportation and waste as major sources of greenhouse gases. Issues related to larger system issues like land use are implied but not addressed specifically. Please see the table on the next page for the strategies we considered.



This research is in no way intended to be a prescription for a single path that all municipalities should take, but rather a simple toolbox filled with strategies that have worked for others and might just work in your city. This toolbox is primarily meant for municipalities, but can also be valuable to business leaders, sustainability professionals, or interested individuals. Many of the following suggestions benefit from the participation of all of these parties.

It is also important to note that this report is neither the first nor the only report of its kind, and has no intention of asserting that it is more valuable or comprehensive than any other. Instead, it provides another set of tools and advocates for a more central, comprehensive, easily accessible database for such tools. Once a community decides that it is time for a change (and time for sustainability), such information must be readily available so they can take action.

Figure 1—Sources of Greenhouse Gases and Common Strategies



This research is broken into three sets of strategies: transportation, energy, and waste. These three areas have very significant greenhouse gas effects, and are also areas in which municipal decisions can make an enormous difference. Within each section are three or four basic suggestions for what a municipality can do to reduce greenhouse gases. Most pages have a section with several underlying or related strategies. See the chart under Triple Bottom Line Benefits (near the end of the report) to learn about the other social, economic and environmental benefits of each strategy. For each strategy, we provide an exceptional case example or important emerging technology.

Acknowledgements

This report was written by Miranda Hitchcock from Pennsylvania State University and was edited by Darcy Hitchcock, president of AXIS Performance Advisors and co-founder of ISSP.

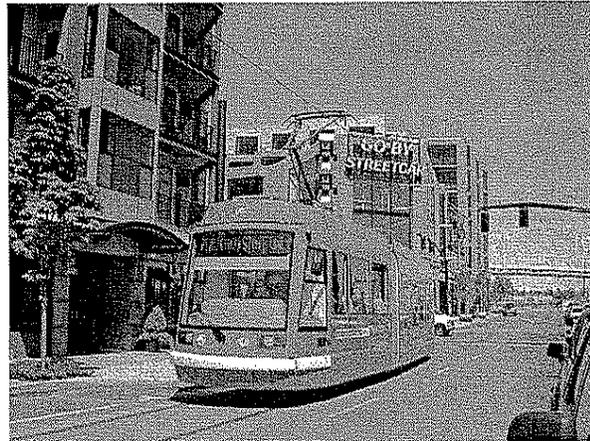
We would also like to thank the following experts whom we interviewed:

- David Allaway**, Senior Policy Analyst, Oregon Department of Environmental Quality
- Jennifer Allen**, Associate Director, Center for Sustainable Processes and Practices, Portland State University
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Transportation

Transportation accounts for about 15% of greenhouse emissions (by sector) in the world, though in the US this number jumps drastically to about 30%. Transportation is a large part of our climate change problem. In fact, these numbers tend to “hide” the energy involved with the production of vehicles, so the percentages may even be higher.

In the developed world, people have become accustomed to traveling long distances to visit family, go on vacation, and drive to work. Partly because of sprawling suburbs, and partly because cars are fast, easy, and conveniently located in our driveways, people also drive to many places that they could easily get to via other means.



*Street Car in Portland, Oregon, the home of ISSP.
Photo courtesy of Portland Development Commission*

Changing the transportation system is most effective when paired with smart urban planning. When homes are located thirty miles from grocery stores and offices, there is little hope of getting most citizens out of their cars. Often the idea behind planning roads and developments is to reduce congestion, but this can be harmful. It is essential to think about what the community should look like in twenty years, or in fifty, and plan toward that (even if it means traffic congestion now). Trends in technology are leading toward vehicles that are “better” for the environment, like hybrid and electric cars. Yet technology will not be enough to remove the transportation slice from the greenhouse gas pie chart. Only a change in mindset can do that.

This change in mindset typically occurs in a sequence. Most people do not give away their gas-guzzlers one day and then decide to bike everywhere the next. Instead, people tend to follow this sequence:

1. They begin to use public transportation for some trips, and then see options for other trips as well.
2. Some people then tire of waiting for the bus, and seek out bike routes that might reduce their commuting time (for all or part of their commute).
3. Once these citizens realize they can bike to work and other scheduled appointments, they begin to think of their bicycles as a way to get to the grocery store, the dentist, and the library.

This section of our report will focus on working with this chain of events (rather than against it) to change the car-centered mindset and reduce greenhouse gases. First we will look at car sharing as a way to get people out of their own cars, then how to create incentives for public transit, and finally how to create a bike friendly infrastructure.

Facilitate vehicle sharing

There are a number of different ways that municipalities can facilitate the sharing of vehicles, from carpooling, ride-sharing, car-sharing. Paris and some other cities also have sophisticated systems for renting bicycles for point-to-point trips downtown. All these strategies reduce the need for each person to own a car and when people need to think twice about driving, they tend to drive less.

As convenient as bicycling and public transit may be for most trips, some excursions are more feasible by car. Yet owning a car often means that owners will drive even when they don't need to. Several municipalities and companies have begun supporting car-sharing programs where customers can rent a car by the hour. While some people may stop owning cars at all, even more may be able to eliminate one car from the household. In the United States alone there are several companies offering these services. See the table below.

Austin CarShare—Austin, TX	HOURLCAR—Minneapolis-St. Paul, MN
City CarShare—San Francisco, Oakland, Berkeley, CA	I-GO—Chicago, IL
City Wheels—Cleveland, OH	PhillyCarShare—Philadelphia, PA
Community Car—Madison, WI	Zipcar—(includes Flexcar), Atlanta, Boston, New York City, Pittsburgh, Portland (OR), Seattle, Washington, D.C., and many others

With most of these programs, insurance is covered and fuel is included in the price of rental. These can save drivers a bundle over owning their own car. Car-sharing has been shown to reduce overall miles people drive in part because it converts a fixed cost (the cost of the car and insurance) to a variable cost (by the hour or mile).

For best results, consider these tips:

- **Choose locations wisely**— Help companies place vehicles (bikes or cars) in locations accessible to many people (by public transit or by foot).
- **Tell the world**— Let residents know about the program so they will use it.
- **Run errands**— Use car-sharing to get your employees to meetings and personal errands to reduce their need to drive to work.
- **Change the mindset**— Using a car-sharing program can help drivers rely less on their own vehicles, and potentially give them up over time. According to Zipcar, over 40% of their



Portland State University partnered with Zipcar to provide faculty and students with vehicles. Free Zipcar parking is located conveniently on campus, while parking for commuter vehicles is much further away. Faculty can use Zipcar for free (subsidized by the university) for business trips, and at a low rate for personal errands.



clients either give up one of their cars or decide not to buy a new one. Remember, car-sharing doesn't necessarily mean that households don't own a car at all but perhaps they don't need two or three in the garage!

- **Facilitate car-pooling**— Pat Murphy, author of *Plan C*, suggests we use the Internet, cell phones and GPS technologies to provide a “smart jitney” system for rides around town and across the country.

Encourage alternative transportation

Local governments and businesses can use incentives to encourage public transportation or biking while using disincentives to discourage driving single occupancy vehicles. Common examples of incentives and disincentives are listed in the table below. Sometimes you need a carrot *and* the stick!

Incentives	Disincentives
Subsidized bus passes	Parking fees
Carpool parking places	Reduced parking spaces
Transportation savings accounts (pre-tax)	Road congestion
Pay to ride or bike	Tolls
Insurance by the mile	

For best results, consider these tips:

- **Encourage biking as well as public transportation**—Since biking/walking is better for the environment than transit, be sure to provide incentives for biking and walking, not just transit. For example, you can pay employees who bike the same amount you would pay to subsidize their bus passes.
- **Think of your customers/suppliers, not just employees**— Instead of (or in addition to) paying for parking, give discounts to those who arrive at your business by bike/walking or hand out bus tickets to those who arrive by public transit.
- **Build the infrastructure**— Incentives are only effective when public transit or bicycling is convenient. Build the infrastructure so people have the option, and get public transit systems built quickly! Curitiba, Brazil, for example, has a world-class bus rapid transit system that takes advantage of existing streets but acts like light-rail at a fraction of the initial cost.
- **Use savings to help fund the program**—Calculate the cost of a parking space, including the missed opportunity for more office space. Buy transit passes in bulk for discounts. Investigate energy related tax credits/carbon offsets. Consider potential savings in health insurance from the exercise people get biking/walking or even walking to bus stops.
- **Reach out**— Find out what individuals want from their public transit/bicycling system, and work toward building that.

In Clark County, WA, employees have an innovative incentive to use public transit: time off. When employees use alternative transportation (mass transit, biking, walking, carpooling) for 12 round trips in a month, they can earn two hours of bonus vacation time. Some worried that this would lead to a decrease in productivity, but these workers are able to get their work done in time for their two hours out of the office. This bonus time off is seen as compensation for time spent on alternative travel—waiting for the bus or a carpool buddy, or even the extra time to ride a bike.

Develop bicycle facilities/infrastructure

For those who live within a few miles of work or the grocery store, bicycling can be a great way to get around. Yet even a few miles can seem too much when the roads are dangerous, and many people don't want to show up to work in spandex shorts. Some simple facilities can make bicycling seem like a great alternative to driving.

Safety while riding	Convenience at the end of the line
Bike Lanes —to keep bikers safe when riding on busy roads	Bike Racks —provide a place to put bikes; they can also be artistic
Bike Boxes —special pavement markings to keep bikers safe at dangerous intersections	Bike Lockers —provide storage for bikes, clothing and other equipment; safe from weather or vandalism
Laws and outreach —laws should protect cars and bicyclists, and outreach should inform people about these policies	Facilities with showers —see sidebar. No one wants to be sweaty at work all day!

For best results, consider these tips:

- **Make bike lanes safe**— In Europe, some bike lanes are built between parked cars and the sidewalk to protect bikers.
- **Sponsor a CarFree day**— On a weekend, block off a circuit of streets and encourage people to ride. Remembering, “I have a bike!” is the first step toward riding instead of driving.
- **Connect the dots**— Having a bike path is not enough. Paths must be continuous to be useful, and should intersect with public transportation so people can opt to ride part of the way.
- **Teach a man to bike**— Citizens will be more likely to bicycle if they are aware of bike safety and maintenance. You can offer classes, perhaps through local bike shops, to teach these subjects.
- **Have fun with them**—Make bike facilities feel like a part of the community and landscape. You can even have a design competition where local artists can create beautiful bike racks.
- **Change the goal**—Rather than reducing congestion, make carbon neutrality the goal. Creating more multi-lane roads may reduce congestion now, but it encourages more driving and pushes us further from a sustainable future.

In 2004, Chicago opened the Millennium Park parking garage, which features two stories for the McDonald's Cycle Center. The facility provides free parking for several hundred bicycles, as well as showers and lockers for bicyclists. The Bicycle Station also features a snack bar and bicycle rental and repair. For more information, go to www.chicagobikestation.com



Energy

In this section we focus on non-transportation related energy, that used in buildings and industrial processes. Globally, this is responsible for at least 30-35% of greenhouse gas emissions, making it the largest slice on the pie chart.

The future of energy takes several paths:

- **Conservation**—Another path lies in efficiency, whereby people can profit from energy savings and require less large-scale production. Additionally, energy sharing can have huge impacts, as “waste” energy is used for another purpose.
- **Renewables**—Companies and governments across the globe are seeking ways to make electricity without producing greenhouse gases, by using renewable energy rather than coal or natural gas.
- **Distributed Generation**—They are also looking into smaller energy sources in dense areas that can provide power locally without line loss or wasted heat.

In this section, we will start with efficiency as this strategy makes the others more viable. Updating lighting (in buildings and on streets) can greatly reduce the amount of energy required. This reduction in consumption means fewer power plants must be built in the future, and also saves municipalities and businesses money. Using green building standards can also improve energy efficiency in many areas (lighting, heating/cooling, materials) and urge people to think about the large impacts of even a small building. Then we will look at smart energy techniques that use energy to its full potential, using “waste” energy for other applications. Finally we consider ways to support renewable energy production.



*Wind Farm in France near TGV Rail Lines.
Photo courtesy of Darcy Hitchcock.*

Update your lighting

Lighting a city can require a lot of energy, but it shouldn't have to. There are several ways to reduce energy costs and help reduce greenhouse gas emissions. Here are a few below.

Update bulbs—replace old, inefficient bulbs with energy savers

Daylighting—use natural light to illuminate spaces

De-lamping—identify areas that are over-lit and remove unnecessary fixtures or bulbs

Sensors—use lighting only when needed by installing motion sensors and lighting sensors

One new technology that has great potential in this area is the Light Emitting Diode, or LED. LEDs have long lifetimes and very high efficiency, because they do not emit as much heat as incandescent or fluorescent bulbs. LEDs exist in several forms and colors, and can be utilized in street lights, traffic lights, and parking garages. Because they last longer, they can reduce maintenance costs and so are particularly appropriate for emergency signage (e.g., exit signs). Further innovations are bringing LEDs more and more into interior lighting as well.

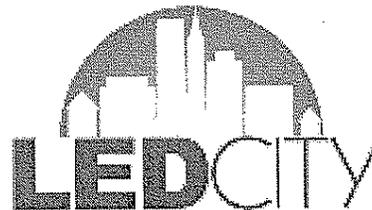
According to the U.S. Department of energy, if LEDs were rapidly adopted by the U.S., in the next 20 years we could eliminate almost 260 million metric tons of carbon emissions and avoid building over 130 new power plants.

For best results, consider these tips:

- **Watch for emerging technology**—As technologies like LEDs become more popular, they will get cheaper and more diverse. More variations of efficient lighting will continue to emerge.
- **Spend now, save later**—Updating lighting with efficient bulbs and fixtures can be expensive at first, but the savings in energy and replacements are massive.
- **Save now, save later**—Many areas are over-lit. Identify areas that have more light than they need and remove bulbs (referred to as de-lamping) or switch to task lighting that is used only when necessary.

Raleigh, North Carolina was the first city in 2007 to become a part of the “LED City” program, installing LEDs in municipal parking garages. In addition to a 40 percent reduction of energy costs, 76 percent more people surveyed said they felt “very safe” in the garage due to the new bright white lighting. Raleigh used LEDs manufactured by CREE Lighting Science Group. After Raleigh came Toronto, Canada, Ann Arbor, Michigan, and Austin, Texas in the US, as well as the Tianjin Economic Development Area in China and most recently Torraca, Italy in May 2008. In Ann Arbor, Michigan, replacing 1,000 streetlights with LEDs will reduce carbon dioxide emissions by almost 2,500 tons annually according to ledcity.org. This amount compares to removing 400 cars from the road for that entire year.

These cities are all working toward 100 percent LED use in municipal lighting (e.g., streets, traffic lights and garages) through the “LED city” program, while many cities are beginning to use LEDs outside of this program.



Use green building regulations & codes

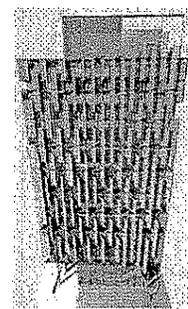
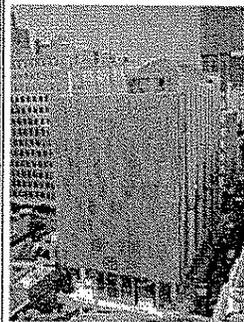
Creating green building codes and policies can improve the efficiency and sustainability of buildings, but the way you use such standards can have a great effect as well. See the table below for some examples.

<p>LEED—Specify a certain green building standard like LEED for new construction and major renovations for any project using public funds.</p> <p>Parking Reduction—Change the zoning laws for parking to create fewer spaces in dense areas to encourage people to use mass transit or bike.</p> <p>Request for Proposals—Contract with developers that employ high green building standards.</p>	<p>Municipal Buildings—Create inspiring demonstration projects that meet high green building standards.</p> <p>Fast Tracking—Develop a system where certified “green” buildings can cut through the red tape in the approval process.</p> <p>Tax Credits—With a system like Oregon’s Business Energy Tax Credits, offset some of the cost for energy conserving projects.</p>
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For best results, consider these tips:

- **Use your leverage**—As a municipality, you have many buildings with needs for electricity and energy-using devices. Influence the market for efficient buildings and renewable energy.
- **Adopt a standard**—Choose a green building standard and promote it. Clark County, Washington is testing its building codes against hypothetical Living Building Challenge projects to find barriers to building green.
- **Take the lead**—Create inspiring demonstration projects by building municipal buildings according to strict standards. For example, new municipal buildings in Portland, Oregon are being built at least to the LEED Gold standard (according to www.dsire.org).
- **Give an incentive**—If you cannot make the building codes greener, use incentives like tax credits to encourage contractors and developers to build green. Significant incentives (up to 50% of project costs in Oregon, for example) can make green buildings desirable and affordable.
- **Rethink parking ratios**—Adapt the laws to require less parking for buildings, which will discourage driving and owning cars.

In Melbourne, Australia, the new City Council House building boldly advocates green building design. Exterior panels trap and release heat based on the temperature and time of day, and the building has a wastewater treatment plant on site. Ducts on the south side of Council House bring fresh air into the building, and solar cells power some of these “green” features and heat water. High thermal mass ceilings help air to circulate, and there are 80 parking spaces for bicycles as compared to only 21 for cars.



http://www.c40cities.org/bestpractices/buildings/melbourne_eco.jsp

Create a smart energy system

In order for energy conservation and alternative energy to be effective, the local energy system must be cohesive and supportive. You can use some of the following techniques to avoid problems inherent with large power plants today.

Combined heat and power— Most power plants produce large amounts of steam and heat, and most of this is currently wasted and released into the atmosphere. Combined heat and power, also called cogeneration, uses this excess steam to heat nearby buildings. This steam can even be used to run condensers, which can cool buildings in summer. Some industrial processes can make their own energy from cogeneration as well.

Eco-Industrial Parks— We all know that one person's trash is another's treasure, and industrial ecology allows industries to trade their waste products and their waste energy. By finding symbiotic or complementary needs and waste energy streams, multiple businesses can save money and reduce the amount of wasted and produced energy.

Distributed Energy— Large power plants are often far from the people they provide to, making district heating (using the heat from cogeneration to heat the surrounding buildings and homes) implausible. This also results in line losses as energy is transported over long distances. By building smaller power generators closer to the users, energy can be efficiently managed. Multiple fuel sources also help to increase energy security and reliability. (If the sun isn't shining, maybe the wind is blowing.)

For best results, consider these tips:

- **Develop a smart grid**—Energy companies are installing new buildings with computerized meters, which make monitoring consumption much easier. In the future, this technology could allow power companies to handle peak loads by reducing power to buildings or appliances that do not need it, thus reducing the need for additional power plants to supply power only at peaks during the day. See the sidebar to the right.
- **Empower the homeowner**—Provide homeowners energy meters that allow them to monitor their own energy consumption in real time (preferably translating usage into cost). Fast feedback leads to better decision making.
- **Remember the electric car**—Austin Energy has been advocating for plug-in locations for hybrid cars in places like parking garages. The batteries could then be used as storage devices so that they could provide energy to the grid during peak demand.
- **Give and take**—Set up a comprehensive net metering system for people to sell energy back to the grid from local energy sources such as solar panels.

Enel, a utility company in Italy, switched about 30 million of its customers to using smart energy meters. These automated readers allow the company to monitor energy usage without sending a meter reader around town, and also allow households to get direct feedback about their own energy usage. The meters can provide the information necessary to adjust energy prices based on loads. By increasing the price of energy at peak hours, people are motivated to conserve. Since the number of necessary power plants is dependent on this peak load, a reduction at peak hours can mean less power plants being built. Smart meters can even be used to cut or reduce power to households, especially during peak hours. Enel says that the meters will pay for themselves in energy savings in about 4-5 years.

Invest in renewable energy

With oil prices skyrocketing, renewable energy continues to gain more attention. There are many types of renewable energy, and many ways to encourage it. See the examples in the table below.

Renewable Energy Sources	Supportive Policy
Solar—passive, thermal (for hot water) or photovoltaics	<p>Set a renewable portfolio standard—Mandate the increase of renewable energy generated by utilities</p> <p>Buy green power—Green power (electricity) is now available in many communities. Some natural gas utilities also are following suit.</p> <p>Provide energy tax credits—Grant tax credits for companies who use renewable energy in new or old buildings. Set up a system of selling credits so that non-profits can also participate in the system (e.g., Oregon's BETC).</p>
Wind	
Geothermal	
Low-impact hydro	
Biofuels	

For best results, consider these tips:

- **Carbon return on investment**— Invest in technologies that fit your location and population best. Promoting hybrid cars in rainy Pacific Northwest and solar in the sunny Southwest might make the most sense than the reverse.
- **Get the facts, not the hype**—Don't advocate a technology because everyone's raving about it. Look at the research and see how it fits your view of the future. Consider the unintended side effects as the technology is scaled up. Can we grow enough biofuels, for example, without making food unaffordable?
- **Be demanding**— The City of Portland, Oregon issued a request for proposal seeking wind power for all City operations. The catch? They wouldn't pay a cent more than their current bills. Finding energy providers willing to serve them hasn't been a problem.

On July 2, 2008, Massachusetts authorized the Green Communities Act that promotes renewable energy as well as energy efficiency. The bill requires that utility companies form contracts (for at least 10 years) with renewable energy companies that need the monetary support. Those with wind or solar generators will now be able to provide up to 2 MW of electricity back to the grid (the former limit was 60kW). The bill also doubled the rate at which Massachusetts power companies have to increase their percentage of renewable power each year (from .5% to 1%).

<http://www.renewableenergyworld.com/rea/news/story?id=52974>



ICLEI CITIES IN ACTION

**Example -
Low cost climate
solutions**

I.C.L.E.I
Local
Governments
for Sustainability

Budget-Friendly Tips for Cutting Greenhouse Gas Emissions

By reducing greenhouse gas emissions, local governments of all sizes can cut energy costs, improve air quality, stimulate the local economy, and mitigate global warming. Below are six easy ways to get started.

Switch to LEDs

LEDs or light emitting diodes, are 90 percent more energy efficient and last 6–10 times longer than conventional lights. Save energy and maintenance costs by switching conventional bulbs to LEDs in traffic signals and exit lights. Because these lights are functioning 24 hours a day, the energy and cost savings accrue quickly.

Turn Out the Lights at Night

Instituting a “lights out at night” policy in city buildings is an easy and effective way to save electricity, reduce greenhouse gas emissions, and save municipal dollars. This can be accomplished through educational campaigns and through technology, such as timers and occupancy sensors.

Buy Bikes for Law Enforcement Officials

Bicycles are inexpensive and people-powered. Downsizing some police sedans to mountain bikes in dense urban areas will significantly cut fuel costs, reduce tailpipe emissions, and in times of heavy traffic congestion, increase mobility.

Lighten Up Rooftops

Cool roofs absorb less solar energy and quickly release any heat that they store. Simply adding a highly reflective/emissive coating to a black or metal roof can reduce the need for air conditioning and produce huge annual cost and energy savings while decreasing greenhouse gas emissions at the same time.

Purchase Energy Efficient Equipment

Look for ENERGY STAR labeled equipment—ENERGY STAR computers use 70 percent less electricity than non-ENERGY STAR equipment. Some ENERGY STAR copy machines reduce paper costs by \$60 a month and reduce energy costs at the same time, and fax machines that have earned the ENERGY STAR label can cut associated energy costs by 40 percent.

Encourage Commuters to Ride the Bus

Providing incentives for commuters to ride a bus rather than drive a car to work is one way for cities to decrease traffic, free up downtown parking spaces, and reduce emissions too. These can include subsidized or free transit passes, parking cash-out programs, coordinated car or van pools, and programs such as a commuter challenge (for fun and prizes).

YPSILANTI BUSINESS DISTRICTS 2020 TASK FORCE

Things to do:

THE DISTRICTS

“The Districts” are those areas of the city where commercial business activity occurs. There are 8 distinct business districts in Ypsilanti (see map). They are the Western Washtenaw Avenue District from Hewitt road to the Water Tower, West Cross street south of the EMU campus from the Water tower to Depot Town, the Huron River Drive District, north of the Eastern Michigan University campus, Depot Town including Forest Avenue, the Michigan Avenue Downtown District, East Michigan Avenue from the bridge to Ecorse Road, the Gateway District (Harriet and Spring Streets), and Ecorse Road south and east of Michigan Avenue.

The 2020 Task Force encourages collaboration with Washtenaw County leaders in organizing a long term strategy which advocates attracting and retaining a skilled workforce, increasing the number of knowledge-based companies and jobs, and more closely aligning the efforts of the existing business, education, non-profit and government sectors in the county. To that end, Ypsilanti city officials have collaborated with Washtenaw County initiatives such as the Eastern Leaders Group and the efforts of the Washtenaw County Board of Commissioners to enhance business development. These efforts and those of Spark East began in 2007 and have continued through the year 2020.

Accomplishments related to these relationships include the light rail project which was finished in the year 2011. There is a stop in Ypsilanti, connecting our city to other cities and airports. Light rail related activity has increased density and traffic in all areas of Ypsilanti. The existing Freighthouse has been expanded and updated to serve as a light rail passenger station and houses the Depot Town Farmers Market. Light rail traffic has stimulated activity in the cities residential, commercial and entertainment districts. Our transportation grid moves outward from Depot Town hub to the other districts. In the year 2020 there are pedestrian and bike paths connecting all the parks along the river. Natural gas powered buses (AATA) connect Ypsilanti to other cities, and an inexpensive inner-city “trolley” (YATA) provides continuous, hybrid motor transportation between Ypsilanti’s various districts.

The old Motor Wheel site has been redeveloped as an eco-friendly business park through consultation with AMEC Earth and Environmental, a brownfields redevelopment firm. Water Street retail and condo development has been completed. This development is an important unifying element by connecting the areas to the north and south of Michigan Avenue. Mixed residential housing is located on the western side of the Water Street site flanking a restored waterfront along the river and businesses line the Michigan Avenue side of the development. A stadium sits on the Water Street site as well. Harriet and Spring Streets house corporate offices which serve the new stadium and the new convention center and hotel located on the renovated and redeveloped ACH site. New and/or remodeled mixed income housing sits on the west side of I-94 as one enters the city. The “Ypsi-Trolley” free ride system connects the 8 districts of the city.

YPSILANTI BUSINESS DISTRICTS 2020 TASK FORCE

Things to do:

- * Mayor, city lobbyist and City Manager lobby Lansing for opportunities for the ACH site; Planning Department looks for Brownfields redevelopment grants and developers, not just for the Water Street project, but for the Motor Wheel site as well;
- * Appropriate City officials or representatives join with Eastern Leaders and other inter-governmental groups and commit county-wide to the Aerotropolis and light rail efforts already in place;
- * Re-establish police or security force patrols through grant funding, in cooperation with local development authorities, and with cooperation from EMU;
- * Allow left hand turns in downtown business districts at specific times of day, and facilitate the use of the EMU parking structure by the city on specific days and at specific times;
- * Insure the successful completion of the "Blueprints" and "Main Street" projects already in process;
- * Highlight the historic character of our community and realize it's economic potential as described in Donovan Rypkema's article "The Economic Power of Historic Restoration", which includes "green" restoration, and retro-fitting historic areas for small business development and modern living;
- * Institute the Ypsilanti "Park and Plug Program";
- * Initiate the "YpsiTrolley" Intra-urban free ride program to connect the 8 districts.

YPSILANTI BUSINESS DISTRICTS 2020 TASK FORCE

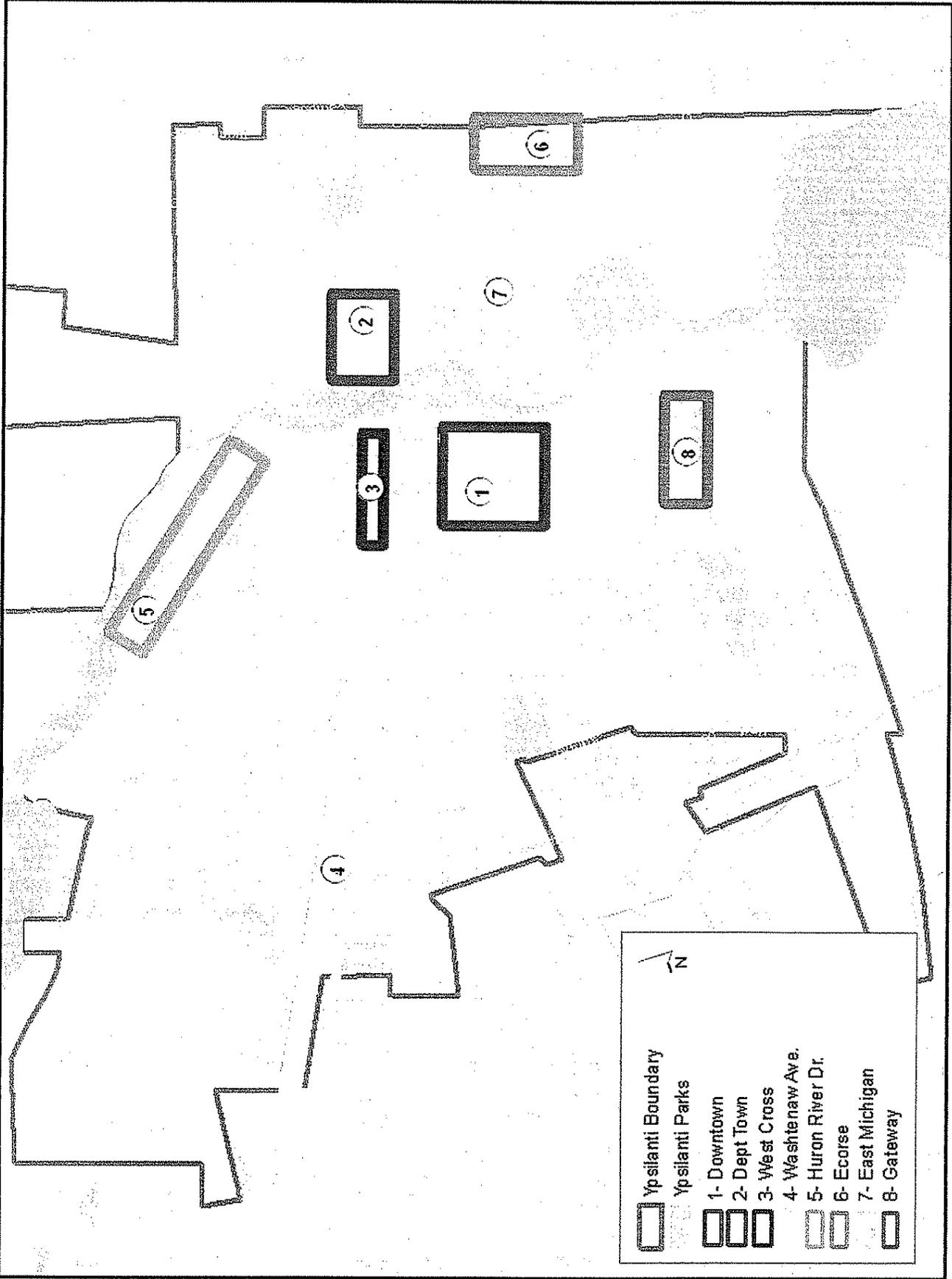
Things to do:

It is our belief that in order for our city to progress it has to be considered from border to border, north, south, east and west. All districts are interdependent and commercial, transportation and beautification planning activities should consider the city as a whole.

Recommendations:

1. Initiate the "Ypsi-Trolley" Pilot Program in the Michigan Avenue downtown area (Example: Washington Street/Pearl Street bus terminal south to Michigan Avenue, east to Water Street area stopping at the River Street junction, north on River Street to Depot Town Freighthouse, then west on Cross to Washington Street stop, then south to bus terminal again.)
2. City Council leads the way for economic development of each district within their wards by initiating an Ypsilanti Business Association which insures cohesive design standards, way-finding and cooperation in grant funding, event planning and attracting viable businesses to our community.
3. Convene a task force of business leaders to complete an inventory of existing business related programs and funding sources intended to create business opportunities in all eight districts of the city. Recommend elimination or improvements for those efforts that are not working and/or encourage other options that will work better. This group is intended to work *with* department heads and other city officials.
4. Enforce existing ordinances to minimize blight.
5. Invest in the purchase and implementation of the eCivis Grant Locator which would help in efforts to secure grants city-wide, both public and private.

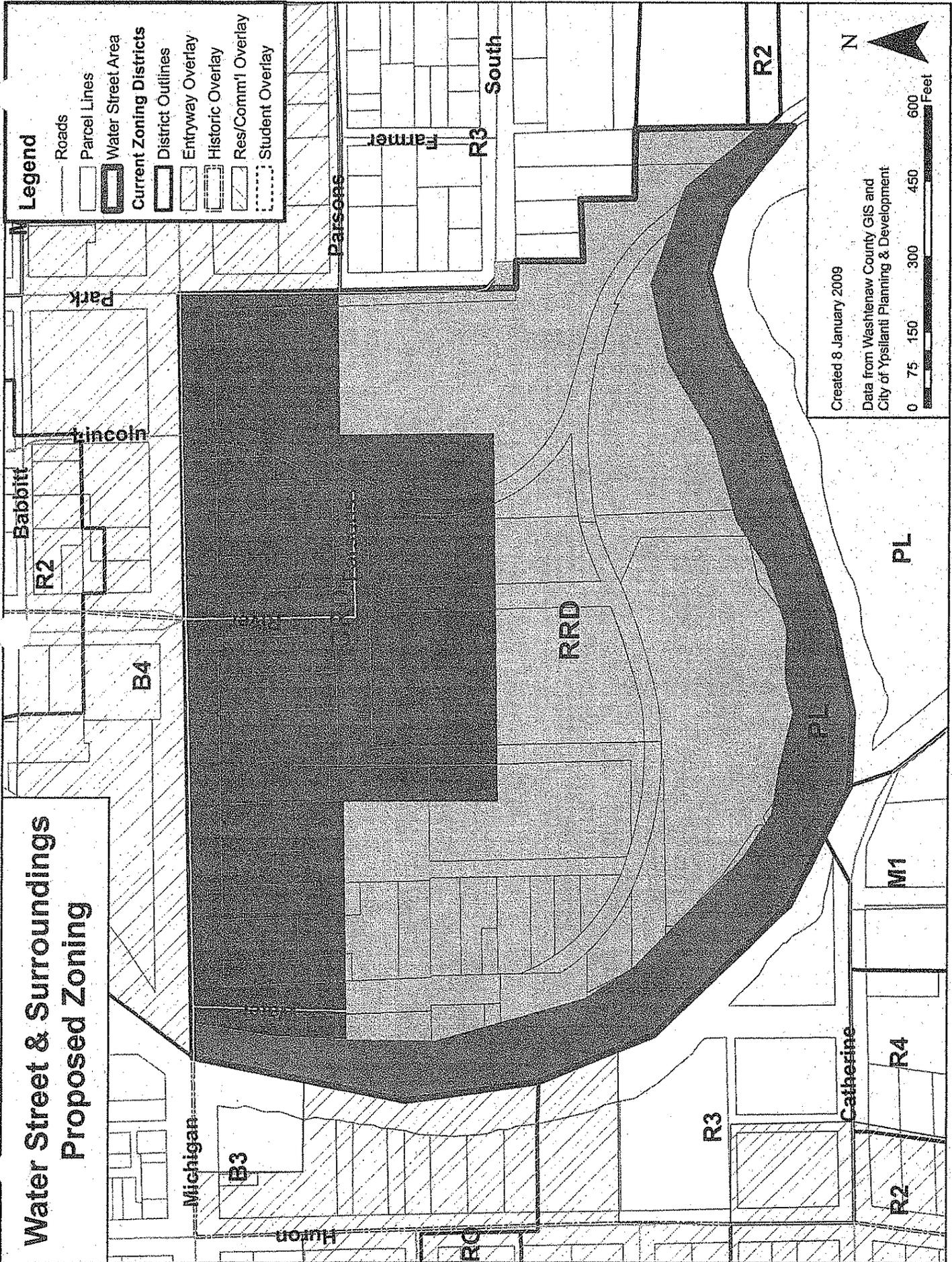
Ypsilanti Business Districts - 2020 Task Force



Legend

- Ypsilanti Boundary
- Ypsilanti Parks
- 1- Downtown
- 2- Dept Town
- 3- West Cross
- 4- Washtenaw Ave.
- 5- Huron River Dr.
- 6- Ecorse
- 7- East Michigan
- 8- Gateway

Water Street & Surroundings Proposed Zoning



Legend

- Roads
- Parcel Lines
- Water Street Area
- Current Zoning Districts
- District Outlines
- Entryway Overlay
- Historic Overlay
- Res/Comm'l Overlay
- Student Overlay

Created 8 January 2009

Data from Washtenaw County GIS and
City of Ypsilanti Planning & Development





YPSILANTI BUSINESS DISTRICTS 2020 TASK FORCE

Things to do:

Resources:

A. YPSI-TROLLEY: Ypsilanti's Free In-Town Transportation System

Lake Placid New York: a model for a free trolley system

Contact: Angel Marvin - Grants@LPvillage.org; phone - (518) 523-2597

LPECVB: Jim McKenna - (518) 523-2445

1. Vehicles came from Molly Trolley Co. in Maine (could Detroit autos make?)
 - a. \$129,000.00 each for highest quality model.
 - b. 90% of costs paid for with grant funding.
 - c. \$.47 per passenger paid to city by Federal Highway Department.
2. Grant Funding -
 - a. N.Y. State Grant #5311,
 - b. Federal and State D.O.T.,
 - c. JARC Grants if moving employees or taking to work within city.
3. Grants pay for purchase of trolleys, drivers and handicap accessibility, plus provides revenue to the city for the service to disabled, seniors, etc.
4. Tried used trolleys but upkeep and diesel milage was not practical compared to new vehicles.
5. Tried busses, but people would not ride them (in Ypsilanti's case do not want confusion with AATA.)
6. Hybrid trolleys do exist and are made somewhere in Florida.
7. Route maps and time schedules are available on line, in local high-traffic locations, in kiosks, LPECVB, in local papers, etc.
8. Must do advance call para transit because of grant stipulations, but otherwise only do scheduled, published route.
9. Special out-of-town stops (like an Ypsilanti Township location) would cost the municipality \$30,000.00 per year, payable to the City of Ypsilanti.

B. MSU EXTension Services - maps

C. WATS Transportation Study

D. Ypsilanti DDA

DRAFT

Eastern Washtenaw County Initiatives

Prepared by the Washtenaw County Department of Planning and Environment
November 2007

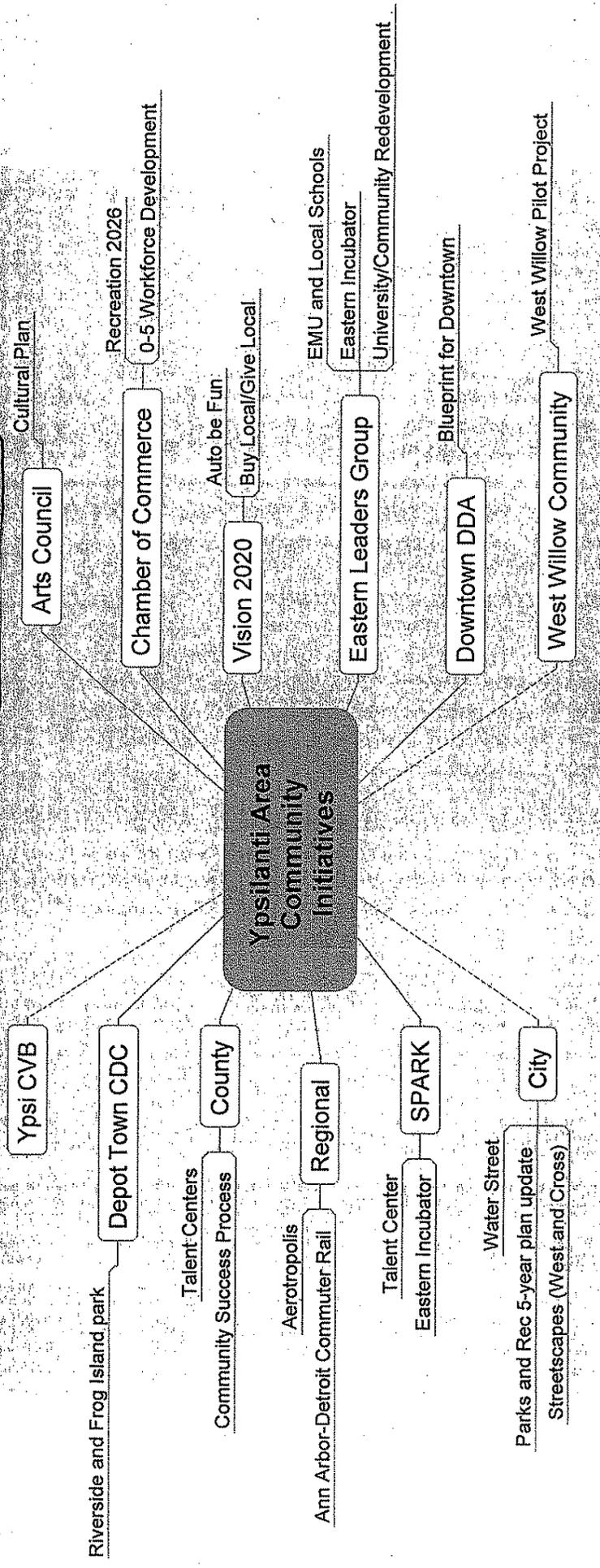
This report is intended to map out and describe the many new initiatives occurring in and around the Ypsilanti area as a resource document for the various groups and committees involved in community improvement. For the purpose of this report, initiatives are defined as new programs, strategies, services or work group activities that will foster the economic, talent and quality of living assets in the area. As the report demonstrates, there are numerous new initiatives currently underway. The information in the report can: help the various groups stay apprised of new initiatives; suggest ways that community resources can be connected and leveraged; and how the initiatives can build momentum to meet important goals.

The report may not contain all of the new initiatives in the area and therefore represents a first draft that can be added to as more information is obtained. If you have information regarding a new initiative in the area, you can forward the organization and title of the initiative, along with a brief paragraph description to Mary Kowalski at kowalskim@ewashtenaw.org

*Ypsilanti Initiatives
Community Success Process
Where Will Talent Live?*

*website
parking locations
business listings*

*Downtown
Association
of Ypsilanti (DAY)*



Initiative Map is intended to visually display the many new initiatives occurring in and around the Ypsilanti area as a resource document for the various groups and committees involved in community improvement. Initiatives are defined as new programs, strategies, services or work group activities that will foster the economic, talent and quality of living assets in the area. This information can help the various groups stay apprised of new initiatives; suggest ways that community resources can be connected and leveraged; and how the initiatives can build momentum to meet important goals.

The report may not contain all of the new initiatives in the area and therefore represents a first draft that can be added to as more information is obtained. If you have information regarding a new initiative in the area, you can forward the organization and title of the initiative, along with a brief paragraph description to Mary Kowalski at kowalskim@ewashtenaw.org <mailto:kowalskim@ewashtenaw.org>

*Downtown
Association
of Ypsilanti*

Ypsilanti CVB

West Willow Pilot Project

Project designed to engage the community and other organizations in community planning, housing rehabilitation, youth employment, community entrance features, community gardens and other improvement projects. The Pilot Program is a partnership among the West Willow Neighborhood Association; Washtenaw County Board of Commissioners, Parks and Recreation and Health; Ypsilanti Township and Growing Hope. For more information, contact Commissioner Rolland Sizemore at sizemore@ewashtenaw.org or Derrick Jackson at jacksond@ewahtenaw.org.

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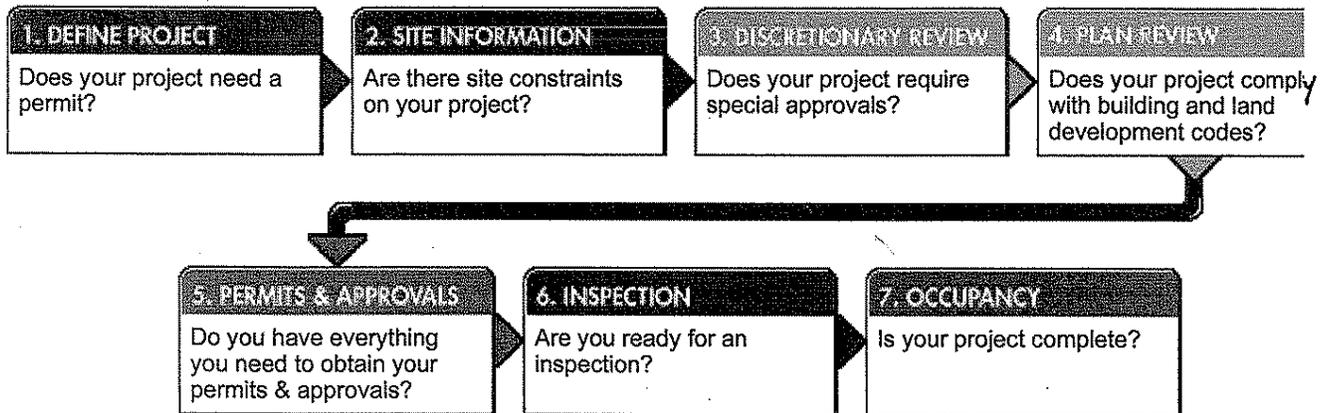
Development Process: Step-by-Step

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Welcome to the City of San Diego's Development Process: Step-by-Step

Navigate the process for developing property in San Diego by clicking on the numbered boxes below. Learn the City's requirements and procedures from concept to completion for your project. Find out the key elements involved, tips to expedite the process, and quick access to the resources you will need along the way.

Development Process Overview



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THE CITY OF SAN DIEGO

REGULATIONS COVERING

Building Permit Exemptions

CITY OF SAN DIEGO DEVELOPMENT SERVICES
1222 FIRST AVENUE, MS 301, SAN DIEGO, CA 92101
CALL (619)446-5300 FOR APPOINTMENTS AND (619)446-5000 FOR INFORMATION

INFORMATION
BULLETIN

115

July 2006

This Information Bulletin describes the regulations covering construction work that is exempt from building, electrical, plumbing, mechanical or combination permits in the City of San Diego.

I. WHEN IS A PERMIT REQUIRED?

In the City of San Diego, if proposed construction work is not listed as exempt in the code amendment and supplements referenced above, it does require a permit. For clarification or additional information, visit the Development Services Center at 1222 First Avenue, or call (619) 446-5000.

II. BUILDING PERMIT EXEMPTIONS

This section also applies to combination permits (combination building, electrical, plumbing and mechanical permits issued for single family residences and duplexes).

Note 1: Even though construction work may not require a building permit, an electrical, plumbing or mechanical permit may be required. Consult Sections III, IV or V to determine exemptions for these permits.

Note 2: Even though construction work may not require a building permit, it is not exempt from Land Development Code or other public agency requirements, such as zoning regulations. Visit the Development Services Center, 1222 First Avenue, for zoning information at a specific site or call (619) 446-5000.

Note 3: If the site is designated as having historical resources (per Section 143.0220 of the Land Development Code), any construction work will require a building permit, although the work may be defined exempt later in this bulletin. This includes interior modification or repair/replacement of components parts, e.g. windows or roofing material. Section 129.0303 of the California Building Code, 2001 amendments advises a City of San Diego building permit will not be required for the following:

A. Small Accessory Buildings

One story detached accessory buildings used as tool and storage sheds, playhouses and similar uses are exempt, provided the roof area does not exceed 120 square feet.

Documents referenced in this Information Bulletin

- San Diego Municipal Code, (SDMC)
- Information Bulletin 203, "How to Obtain No-Plan Permits"
- Information Bulletin 220, "How to Obtain a Permit for Retaining Walls/Fences"
- Information Bulletin 240, "How to Obtain a Permit for Commercial Coaches"

B. Walls and Fences

Fences not over six feet high from grade on either side of the fence are exempt. However, they must comply with all zoning regulations. The masonry cap added to a masonry fence may exceed the six foot limit.

Retaining walls that are 3 feet in height or less, measured from the top of the footing to the top of the wall, are exempt from the City of San Diego building permit unless supporting a surcharge or impounding flammable liquids. See Information Bulletin 220, "How to Obtain a Permit for Retaining Walls/Fences," for further information. Even though a building permit is not required, all fences or retaining walls must be located completely on private property, including the footing. To determine where the public right-of-way ends and private property begins along a street or alley, visit Development Services Records at 1222 First Avenue or call (619) 446-5200, and request your curb-to-property line distance.

C. Pools, Spas and Water Tanks

Water tanks are exempt when not exceeding 5000 gallons in capacity, supported directly upon grade, and height to diameter ratio is less than or equal to two to one.

Prefabricated swimming pools and spas accessory to single family residences, duplexes or lodging houses are exempt when entirely above grade and not exceeding 5000 gallons capacity. Plumbing and electrical permits may be required.

D. Paving, Decks and Platforms

Platforms, walks and driveways not more than 30 inches above grade and not over any basement or story below are exempt.

Outside paving is exempt. *Note:* Any work in the public right-of-way may require an encroachment permit or public improvement permit. To determine where the public right-of-way ends and private property begins along a street or alley, visit Development Services Records at 1222 First Avenue, or call (619) 446-5200, and request your curb-to-property line distance. Driveway curb cuts always require a permit.

E. Patio Covers and Awnings

Patio cover structures are exempted from a building permit in certain residential zones provided they may not exceed 300 square feet of projected roof area; not encroach into any required yards or established setbacks; the property is not located in the Coastal Zone or on any site regulated by a Planned Residential Development (PRD) permit or Planned Infill Residential Development Permit (PIRD). *Note:* Carports are not considered patio covers.

Some awnings accessory to single family residences, duplexes, lodging houses, or agricultural buildings, are exempt from building permits. Awnings projecting horizontally out to 6 feet and attached to exterior walls are exempt. *Note:* Window awnings are limited to 54 inch projection.

F. Temporary Structures

Temporary motion picture, television and theater stage sets and scenery are exempt. Construction trailers and offices for subdivision tracts, when not on a permanent foundation, do not require a building permit. Electrical or plumbing permits may be required.

A temporary shed, office or storage building and other structure incidental to and for work authorized by a valid grading or building permit. Such structures must be removed upon expiration of the permit or completion of work covered by the permit.

For further information on permitting requirements for trailers (commercial coaches), see Information Bulletin 240, "How to Obtain a Permit for Commercial Coaches."

G. Miscellaneous Accessory Structures

Antennas supported on a roof are exempt from a building permit. Antennas on grade, not over 30 feet in height when fully extended, are also exempt.

Flag poles and electrolier standards, not over 30 feet in height above finished grade, are exempt. Antennas may require a satellite antenna permit. There are very specific zoning requirements ([Land Development Code Section 141.0405](#)) for antennas. Visit the Development Services Center or call (619) 446-5000 for information.

H. Interior Remodeling

The following types of interior work are exempt from a building permit. If the work is being done in a commercial building and a change of use (per California Building Code definition) is planned, a building permit may still be necessary. If in doubt, call (619) 446-5400 for information.

1. Cases, counters and partitions not over 72 inches in height.
2. Painting, papering and similar finish or decorative work.
3. Installation of floor coverings.
4. Cabinet work.

I. Repairs and Replacements

Renewal of roof coverings on any building does not require a permit as long as there is not replacement of structural members such as roof sheathing. New roof coverings installed after March 1, 2004 must be Class A Roofing Assembly (§145.0202).

Repairs which involve only the replacement of component parts or existing work with similar materials and which do not aggregate over \$1,000 in valuation for labor and materials are exempt. *Note:* Such repairs must not include any addition, change or modification in construction, exit facilities or permanent fixtures or equipment.

Installing replacement windows in existing window openings where all of the following conditions apply:

- (A) The "replacement windows" are installed in a single family residence or a duplex.
- (B) The proposed window replacement shall not require any modifications to the weather resistive exterior wall envelope protecting the structure or the interior of the structure.
- (C) The existing windows to be replaced are not required to be fire resistive.
- (D) The proposed work shall not require modifications to the existing rough openings.
- (E) Exemption from a building permit shall not exempt compliance with the emergency escape requirements of Section 310.4 of the 2001 California Building Code and the provision of smoke detectors per the requirements of Section 310.9 of said code.

When permits are required for repair or replacement, plans may not be required. See Information Bulletin 203, "How to Obtain No-Plan Permits."

J. Hospital and School Buildings

Hospital and public school buildings under the jurisdiction of the State of California are exempt from City of San Diego building permits. However, plans including plumbing fixtures must be submitted for water and sewer plan review and fee payment.

III. ELECTRICAL PERMIT EXEMPTIONS

Unless specifically listed in these exemptions, all electrical work in the City of San Diego requires a permit. For clarification, consult the Land Development Code Section 129.0303 or call a City Electrical Engineer at (619) 446-5400.

No permit will be required for minor work such as replacing fuses, replacing or repairing switches, circuit breakers, lamp holders, ballasts or receptacles. *Note:* The replacement must be the same size and general type as the original equipment and the work must be done in accordance with the National Electrical Code.

No permit will be required for the replacement of lamps or the connection of portable appliances to suitable receptacles previously permanently installed.

No permit will be required for the installation, alteration, or repair of wiring, devices, appliances or equipment operating at 25 volts or less between conductors and not capable of supplying more than 50 watts of energy.

No permit will be required for installation made by a public service corporation acting as allowed in the California Electrical Code Article 90-2.

No permit will be required for the installation of remote control switching devices on privately owned appliances when such devices are installed by the San Diego Gas and Electric Company or their authorized agents as part of an energy conservation program. Such installations must be approved in writing by the City of San Diego.

IV. PLUMBING PERMIT EXEMPTIONS

Unless specifically listed in these exemptions, all plumbing work in the City of San Diego requires a permit. For clarification consult the Land Development Code Section 129.0303 or call a City Mechanical Engineer at (619) 446-5400.

No permit will be required for the stopping of leaks in drains, soil, waste, or vent pipe. *Note:* If it is necessary to replace any part of the pipe with new material a permit *will* be required.

No permit will be required for clearing stoppages, or the repair of leaks in soil, waste, or vent pipes, valves, fixtures, or replacement of exposed traps

in existing plumbing systems serving lavatories, sinks, laundry trays, and/or similar fixtures.

No permit will be required for the replacement of existing residential plumbing fixtures where no change in the plumbing configuration is required. Water heater replacement always requires a plumbing permit.

In case of emergency gas leak repair, it may be possible to perform the work and obtain the necessary permit the next working day. For information call (858) 492-5070.

V. HEATING, VENTILATION, AIR CONDITIONING, AND REFRIGERATION PERMIT EXEMPTIONS

Unless specifically listed in these exemptions, all heating, ventilation, air conditioning and refrigeration work in the City of San Diego requires a permit. For clarification consult the Land Development Code Section 129.0303 or call a City Mechanical Engineer at (619) 446-5400.

No permit will be required for the repair of heating, ventilation, air conditioning, or refrigeration equipment. *Note:* If the repair requires removal of the equipment from its installed position, or the replacement of faulty controls, valves, driers, or filters, a permit is required.

No permit will be required for the installation of temperature controls, repairing leaks, or recharging refrigeration compressors or systems. No permit will be required for the installation, servicing, or repair of ice machines.

No permit will be required for the installation of unit refrigeration system freezers and window-type air conditioners.

No permit will be required for the installation of any unit-system refrigerator or refrigerated drinking fountain.

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5. PERMITS & APPROVALS

Permits for Building/Construction

Documents Required for Construction/Building Permit Issuance

To receive a permit, all discipline reviews and requirements from the previous steps must be satisfied. Once you have all of the needed documents, you can schedule an appointment for Permit Issuance (commonly called Stamp Out) by calling (619) 446-5300. 

Below is a checklist of documents you will need to complete and have with you at the time of your Permit Issuance appointment. Please note that if you do not have all of the necessary documents, it may delay the issuance of your permit.

Document Checklist

- 3 Sets of Plans**
 - 2 complete sets of plans with ALL stamps and approvals on them.
 - 1 set of plans, with site and floor plans with no stamp required. This 3rd set of plans will be sent to the County Assessor's Office for assessment purposes.
- General Application (DS-3032)** (PDF: 335K - Filler Form)
Completed with ALL required signatures. Please make sure you read instructions on the back (or second page) of this form.
- Owner-Builder Form (DS-3042)**
You can request this form from the Check-in staff. It is required only if applying for permit as an Owner-Builder. The actual owner must sign the form.
- Check for School Fees**
 - If you are paying **School Fees**, you will need a check

made out to: **San Diego Unified School District or SDUSD**. Leave the amount of the check blank. You will be told the correct amount during permit issuance process.

- Other School Districts.** An approval print-out documenting chargeable square footage is required by ALL school districts. To print this approval, see a staff member at Development Permit Information (DPI) or Permit Issuance (Stamp Out) on the 3rd floor of the Development Services Center. If you have already paid these fees, you will need to bring to your Permit Issuance appointment, a receipt or Certificate of Compliance from the respective school district. Please note that your school jurisdiction was determined at the time of project submittal.

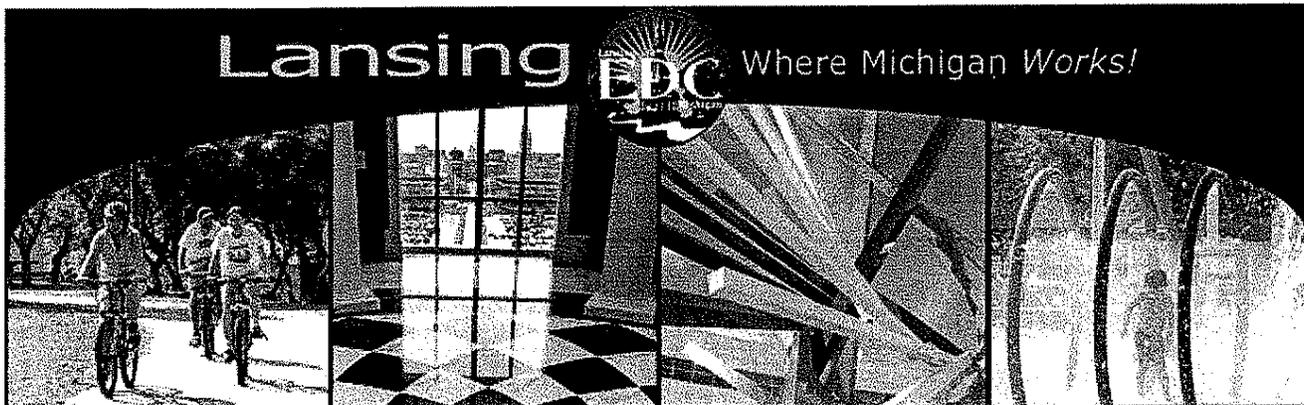
- Check for Permit Fees**
Your check to cover Building Permit fees should be made out to: **City Treasurer**. At the end of your Permit Issuance appointment, you will be given an invoice. You can make your payment on the invoice at the Development Services Center Cashier's Booth located on the 3rd floor, near the building exit. **This paid invoice will become your APPROVAL and valid Building Permit.** Please note that a delay in paying your fee may delay your project schedule.

- The following documents will be requested at permit issuance **ONLY** if they were requested by any of your reviewers during the plan check process, such as the structural and/or Combination reviewers
 - Structural Calculations – 2 sets
 - Title 24 Calculations – 2 sets
 - Cal/OSHA Permit
 - Special Inspection Form (DS-317) (PDF: 66K)
 - Hazardous Materials Questionnaire (DS-3163) (PDF: 68K)

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 Projects
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 About LEDC
 Contact LEDC
 RFP/RFQ

Lansing Economic Development Corporation

The City of Lansing is experiencing an economic renaissance of historic proportions.

In 2006, Lansing surpassed every other metropolitan area in Michigan in new job creation.

In the past two years alone, more than 3,000 new jobs have been created in our community and more than a half-BILLION dollars in private investment has been generated.

To help your business succeed, the Lansing Economic Development Corporation offers a wide variety of economic incentive programs and business services:

- Tax abatements
- Brownfield redevelopment assistance
- Environmental assessment assistance
- Business financing assistance loan program
- Renaissance zones
- Facade improvement grants
- Site selection services
- Business retention programs
- ...and much more.

Learn how you can leverage our assets to grow your business by contacting our technical and professional Economic Development staff.

Call us at 517.483.4140 for more information!

- Business Resource
- Regional Partners
- Arts & Culture
- Top 10 Employers

Cool Stuff



Ypsilanti and the Arts: Our Vision for 2020

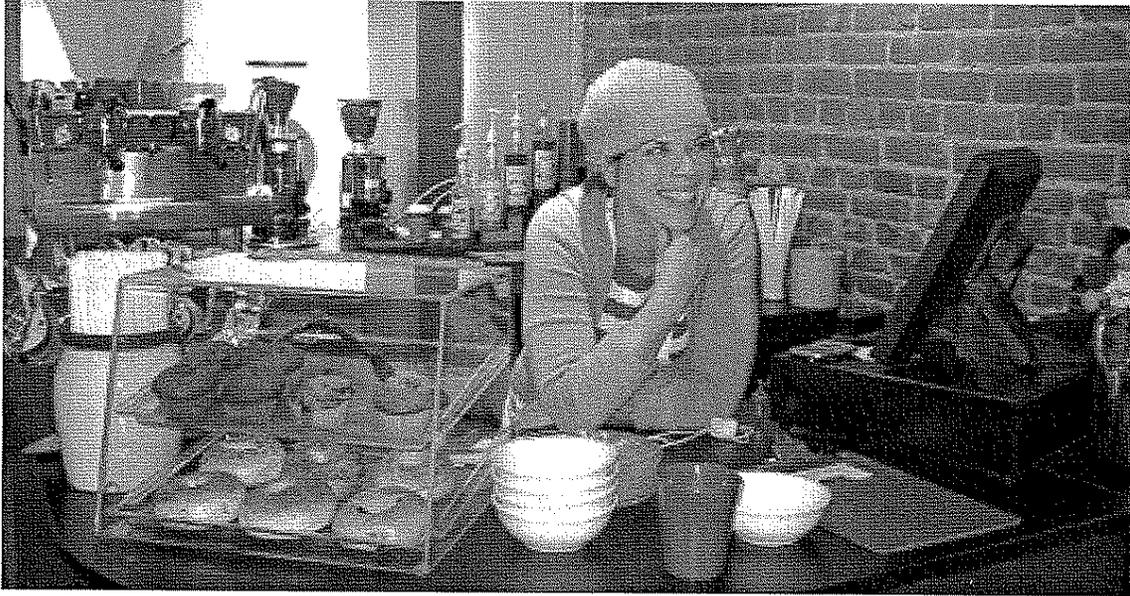
Unified Civic Arts – City, University, Schools, Non-Profits and Private Sector Working in Concert

For the purposes of this report, “art” is defined as creative expression inclusive of music, fine arts, graphic arts, crafts, architecture, literary arts, film, performance, and the venues that support them, such as galleries, libraries, museums, festivals and art fairs.

VISION

Throughout the United States, there are several well-established arts and culture hubs – communities that, over the years, have proven to have what it takes to nurture budding artists and support them in their growth. We believe that the city of Ypsilanti, already a welcoming, progressive and inclusive community, has much of the infrastructure necessary, and the potential to become such an area. By 2020, we hope to see this potential fully realized, and, in hopes of seeing that accomplished, we have outlined the following plan of action.

Ypsilanti is already becoming a cultural center, attracting creative individuals, as well as supporters of arts and culture, not only from southeastern Michigan, but the Midwest generally, and even points beyond. There is, at this same time, a growing recognition within economic development circles that art and culture not only enhance the quality of life in a given community, and make it more attractive to potential residents, but, when pulled together and creatively leveraged, can act as a significant economic force in the transformation and redevelopment of a local economy. In our opinion, the time is right for Ypsilanti to actively nurture and build a strong and supportive cultural infrastructure, with abundant opportunities available to artists for the exploration and expression of individual, collaborative and cross-disciplinary activities. We are confident that doing so will not only provide a rich variety of cultural offerings to residents and visitors, but encourage outside investment in our community as well.



"My first experience with Ypsilanti was the Elbow Room. I just felt something. The arts scene is absolutely what inspires and keeps me thriving here - without it, there's no way I'd be able to do what I'm doing. Things are really coming together here. I found my niche, doing my kind of coloring-outside-the-lines entrepreneurship, with more ease and grace than I could have anywhere else. Spontaneous and organic ideas can only occur in a culturally fertile kind of place like this." - Bee Mayhew, Owner, Beezy's.

[Bee, a former employee of Zingerman's in Ann Arbor, when it came time to open her own restaurant, decided to invest in Ypsilanti. After rehabbing a vacant historic building, Beezy's opened in late 2008 to rave reviews, and has already built a regional following.]

In an American landscape where cities and towns increasingly tend to look alike, Ypsilanti is authentic and unique, with a distinctive rhythm and style that sets it apart from others, an identity all its own. The city is constantly changing and growing, but successfully retains its distinct identity, grounded in its rich cultural history and extensive historic architecture. The new and the old coexist seamlessly within the city's parameters, which contain not only several well-maintained historic properties and museums, but popular bars, respected tattoo studios, and the like. The exemplary 19th-century architecture serves as a living bridge that connects the past with the present in a unique and dynamic way. By 2020, we see our city further renovated and revitalized - with a vibrant, avant-garde and unified cultural community serving as the connective tissue between the various constituencies that comprise Ypsilanti.

We envision Ypsilanti in 2020 as a place where artists and performers can find a welcoming support network. Ypsilanti will be the kind of city where musicians and artists of every age and discipline can launch and pursue careers in the arts, benefiting from

affordable studio space, strong community interest, and a tight network of fellow creative-types that will support them as they grow. By 2020 we hope to see a well-integrated network of galleries, art and performance venues and events to serve these individuals - a creative ring of fire around the city - if you will. We envision Ypsilanti as a city on the cutting edge, where artists collaborate across disciplines, pushing the boundaries of creative possibility and spurring constant innovation, which extends beyond the traditional arts and into such areas as computer programming, retail, product design, etc. that thrive in such fertile environments.



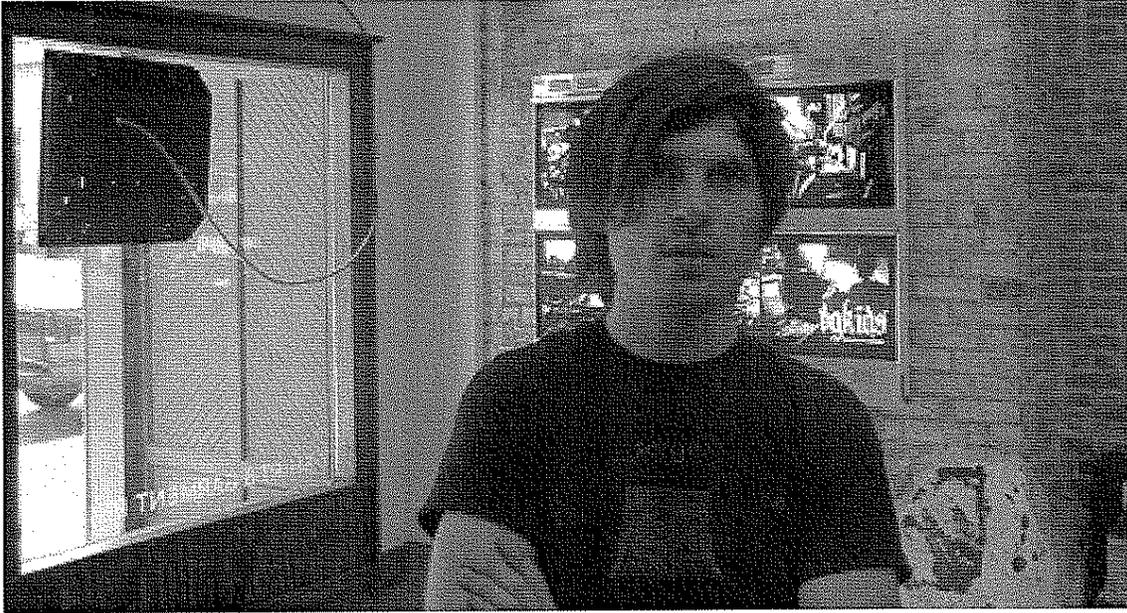
[1913 parade through downtown Ypsilanti... Ypsilanti has long been a city known for its festivals and celebrations. The city's July 4th festival has been held every year since 1824. Recent years have introduced new events, like the popular Michigan Brewers Guild's Beer Fest, the Shadow Art Fair, Heritage Fest, our various automotive heritage events, and Elvisfest.]

A HISTORY OF ARTISTIC EXPLORATION

If you have spent any time in our community, you've felt the cumulative impact of the arts in Ypsilanti over history. You've experienced Riverside Park, designed by the famous landscape architects, the Olmstead brothers, in 1905. You've walked by the Ladies Literary Club building, built in 1840. You've seen the grand buildings that once hosted the likes of Sojourner Truth, Julia Marlowe, Frederick Douglas, and Edwin Booth. Ours, fortunately, is a city with a long, diverse, history relative to the arts. And it's not just seen in the Greek Revival architecture, our many museums, and the Tiffany stained glass of our churches. If you went a step further and visited the city's historical archives, you would learn of early choral groups, community festivals, bands and drama clubs. Ypsilantians, it seems, were always willing to try new things, and take creative risks.

There is a spirit of inventiveness in the city that dates back well before 1872, when Elijah McCoy, the son of former slaves, revolutionized the railroad industry with his elegant design for a new steam engine lubrication system, and in so doing, gave us the world the phrase 'the real McCoy.'

Ypsilanti has always been home to the unique and the brilliant. Preston Tucker, the legendary automotive maverick who took on Detroit and tried to change the world with his revolutionary auto design, called Ypsilanti home. And he wasn't the only Ypsilantian guilty of rocking the boat. Iggy Pop, the legendary godfather of punk rock, who grew up in Ypsilanti, put a change in motion that would see popular culture redefined almost as much as it had been in the wake of Elvis. And then there's animation pioneer Winsor McCay, who studied art at Michigan State Normal College (now Eastern Michigan University) before leaving and creating the 'Little Nemo in Slumberland' comics and the films that would make him famous around the world.



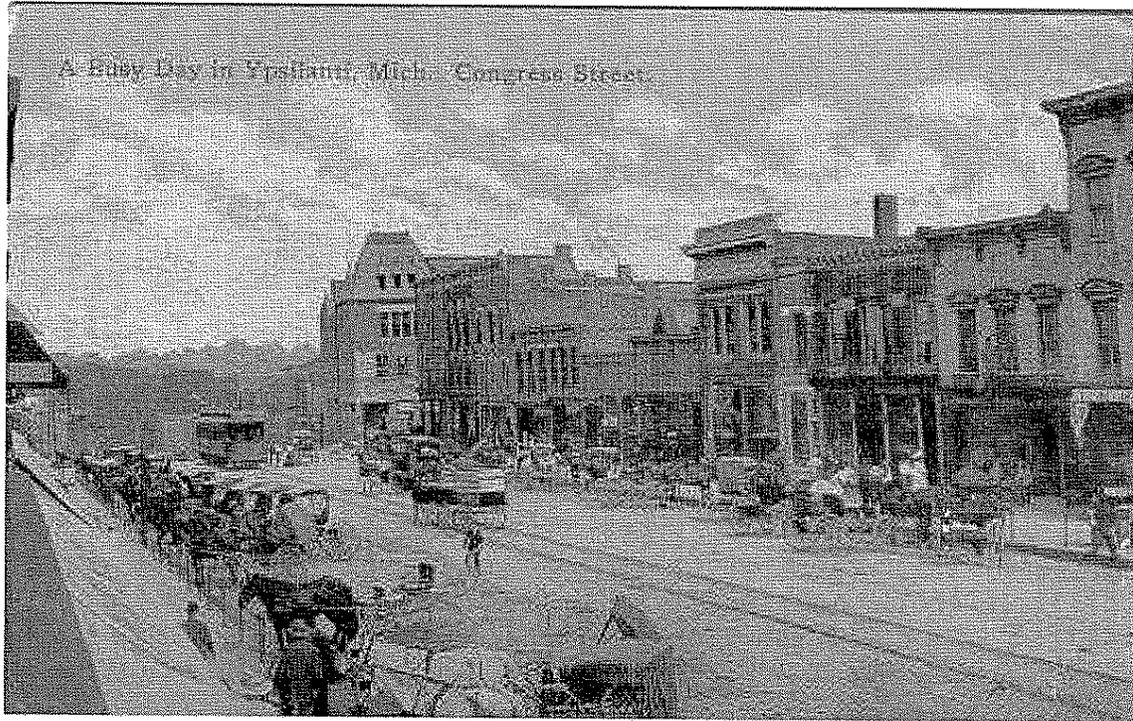
“The effect of a thriving arts community in Ypsilanti is pervasive-- the attitude in the air, the feel of restaurants, music, living space-- is influenced by the art scene and has everything to do with why talent is gravitating toward Ypsi. VGKids will continue to invest and grow in Ypsilanti because of the widespread community support for the creative class. For VG, the arts scene in Ypsilanti means employee retention, a canvas with which to express ourselves, and a home team with which to enjoy our national successes. –James Marks, owner VG Kids

[James Marks started VG Kids, a high-end screen-printing shop, in Ypsilanti 9 years ago. In 2007 he opened a downtown sales office. VG Kids currently employees 9 between its headquarters downtown and production facility on Ypsi's south side.]

The fact is that people in this community historically have not just been competent artists, but wildly creative, revolutionarily inventive visionaries, and we recognize that same energy today. We see it in puppetry at the Dreamland Theater. We see it at the Ozone House, where young writers face off against one another in poetry slam competitions. We see it at the Elbow Room, where, regardless of the night, local independent bands are likely to be found performing on stage with cutting-edge acts from around the world. Even in what are often difficult economic times, we see this transcendancy in art.

We want to see this legacy continue. We want to improve communications so that new artists can locate resources more easily, and, through their work, help contribute to the Ypsilanti story. We want to have an infrastructure in place so that artists can better find one another, share knowledge, and bring their wares to market more effectively. We want to maximize the use of the resources that we already have, like the Riverside Arts Center, and grow the capacity to develop new ones as needed. We believe that the arts make a

community attractive to potential residents, and we're confident that, if we can create an environment where the arts can flourish, that other good things will happen relative to economic development.



[Michigan Avenue, cutting through the center of Ypsilanti, as it makes its way between Detroit and Chicago, has always been a vibrant thoroughfare. According to the Department of Transportation, on average 19,600 vehicles pass the section of Michigan Avenue between Huron and Hamilton each day. This guarantees high visibility and immediate access to possible consumers.]

TREMENDOUS OPPORTUNITY

Right now, we have a tremendous opportunity. With the cost of housing and studio space in Ann Arbor now out of reach of many, Ypsilanti has an opportunity to really cement its position as the accepting, arts-friendly city that it is. We have an opportunity right now to redefine our city, knit our cultural community together and take advantage of current trends, such as the increasing perceived value of sustainable businesses formed around handmade products. To that end, we've identified several major initiatives that we would like to see undertaken in the interest of speeding along the transformation.



[The Shadow Art Fair, held two days a year in Ypsilanti, draws in excess of 1,500 people, many from beyond southeast Michigan, to Ypsilanti's Corner Brewery.]

SHORT/LONG TERM GOALS & STRATEGIES

By the Year 2020, Ypsilanti will have developed a strong, vibrant, and unified arts/cultural community that a) bridges the current cultural divides between the university, city, schools, neighborhoods and artists, and b) establishes ongoing communication connections among artists, institutions (including museums, university departments, etc) and the community that are two-way and create a thoroughly integrated "ring of fire," or complete interconnected ecosystem of artists, work spaces, venues, and relevant services. Strategies that could nurture this development include, but are not limited to:

THE FORMATION OF AN YPSILANTI ARTS & CULTURE COUNCIL –

We believe it is imperative that a permanent City Arts and Culture Council be created that can act on these recommendations by the 2020 committee. This group would be responsible for establishing a dialogue in the community on the importance of the arts, as well as exploring new areas of engagement. In addition, this group could also help identify grants and other funding sources. The structure of this Council has, at this time, not been determined. It could be an independent non-profit, or it could be a city entity.

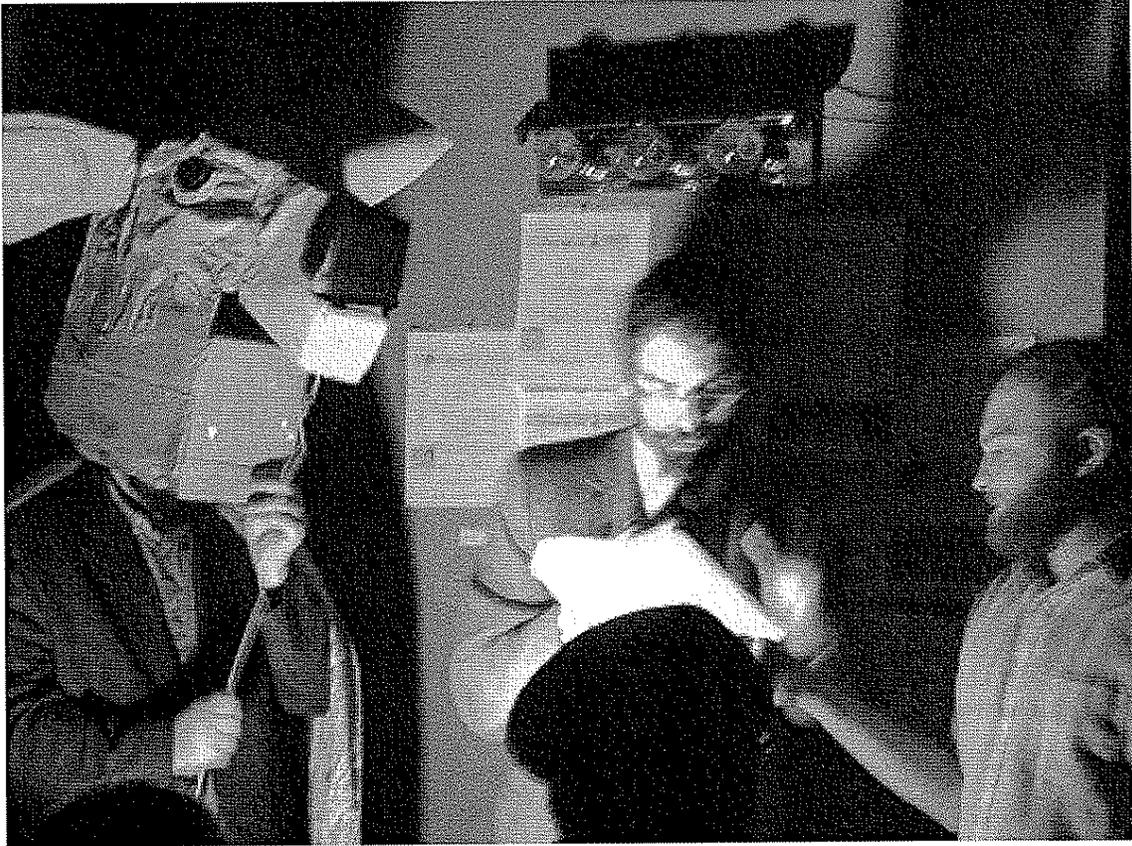
During the initial stages, we were envisioning that it would be structured along the lines of the 2020 Task Force, with the Mayor making appointments, but without the support of city personnel, keeping overhead negligible.

LEAD A CULTURAL AWAKENING –

To implement the overarching goal above, and the following recommended strategies, we must first recognize that we have to be receptive and sensitive to the needs of the artists in our community and the impact that our decisions may have on them. If we are to effectively grow and sustain the arts community in Ypsilanti we need the buy-in of key individuals. For example, several years ago, we had a community of artists, under the banner Gallery 555, move to Ypsilanti from Ann Arbor looking for affordable gallery space. They settled into a property on Water Street for a little over a year, but were ultimately asked to find space elsewhere. We, as a community, could have done more to keep them here, by assisting in a search for space, facilitating discussions with other local arts groups and potential funding agencies, etc. Unfortunately, we didn't, and they left for Detroit, where they are now leading an incredible revitalization movement. Our loss was Detroit's gain. Let's learn from it. Accommodations, support and active involvement in the process could have helped make this a vastly different outcome. If we have young, energetic entrepreneurs and artists who want to build something wonderful in this community, we should do everything we can to help make that happen. Too often we don't listen to the voices of those individuals in our community who are really creating positive change, and we should seek to develop and maintain ongoing dialogue with these individuals.

STRIVE FOR A STRONG UNIVERSITY PRESENCE IN CULTURAL DEVELOPMENT –

EMU should have a greater involvement in the development of Ypsilanti's cultural assets. When an Arts Council is launched, it is imperative that representatives from EMU are brought onboard as founding members. As the destinies of the University and the City are intertwined, it makes sense to increase communication on every level, looking for creative ways to leverage what assets we already have, and working together to bring about solutions. It only makes sense that these kinds of deep, integrated partnerships – which are absolutely necessary if both EMU and the city are to be successful – begin with the arts, an area where both groups already have significant forward progress. This partnership could play out through any number of modalities, including the placement of student interns, the sharing of venues and resources, the collaborative planning of town/gown arts events, etc.



[Dreamland Theater presentation of a puppet show by Paul Velat. Photo by Rob Severson.]

CONDUCT CULTURAL ASSETS INVENTORY–

Establish a protocol for identifying and maintaining a list of the community’s cultural assets and champion its use throughout the community, and across various platforms (e.g. websites, directories, etc.)

WEBSITE/PORTAL –

If funding is available, create an Ypsilanti area cultural website that is inclusive of all of the identified partners and events, and is a community clearinghouse that also links to a larger arts/culture portal for the county/region. This dynamic website could be modeled after the “Waterloo/Cleveland” model (www.artscollingwood.org), which includes information for the artists (networking, resources, venues, marketing, space, meetings, etc.), institutions (marketing, education, opportunities, recruitment, enrichment, etc.) and community events (awareness, culture, education, recreation, entertainment, volunteers, and venues, etc).

CENTRALIZED REGISTRY FOR ARTISTS -

Put in place a mechanism whereby the entire arts community can be contacted for the purposes of coordinating schedules, sharing information about grants and other opportunities, planning meetings, etc. This data could also be useful for other purposes, such as in the writing of community grants.

ART SALONS AND PUBLIC MEETINGS -

Create regularly scheduled gatherings of people involved in or interested in the arts. These meetings could be monthly or quarterly, and would serve primarily as a mechanism whereby artists could share information, coordinate their activities, and discuss initiatives. These salons could occur throughout the community and on campus. More along the lines of a university colloquium than a municipal public meeting, these events should be informative, insightful, provocative, purposeful and inclusive. These creative connections will provide important community sparks for dialogue about art, culture and the ongoing development of our city.

INFORMATION KIOSKS -

Small physical structures (either high or low technology) integrated into the city's current design, that increase access for the display of cultural, recreational and entertainment information for people walking through the city (both citizens and visitors). These would be simple, relatively low cost communication tools that would also serve the purpose of bridging the cultural divide within the city. Such kiosks would also enhance economic development in the community as well as enrich the quality of life of its members. We have already initiated discussions between EMU and members of the business community in hopes that this can be accomplished in the short term.

ANNUAL ARTS CRAWL -

The City Arts Council, in collaboration with the business community, artists and others, should sponsor an annual tour of artist spaces, galleries, and studios. This could also be a fundraiser, with money going toward something like the creation of a downtown kiosk. We could charge \$5 or \$10 per person and have a map laid out so that people could travel from one to the next, either on foot, by car, by bus, or by bike, as with the Growing Hope Tour de Fresh annual tour of urban vegetable gardens. And, if this concept grows, we could engage the business community as sponsors, providing activities, food and/or music at each stop along the way. (Another possibility would be to find about 10 home or business owners, and match them each with a curator, who would hang a show in some part of their home/business for the duration of the event.)

ARCHITECTURE/MUSEUM TOURS -

We need to do a better job of promoting the cultural institutions that we have both locally and throughout the Midwest. The historic tourism industry is growing, and, if we were to assemble our assets in such a way and promote them (perhaps in conjunction with our

local hotels, B&Bs and the Visitor and Convention Bureau) we might be able to capture a portion of that market. Along these same lines, we should be sure to take advantage of the digital billboard being erected on 94.

ARTIST IN RESIDENCE PROGRAMS, APPRENTICESHIPS, MASTER CLASSES -
We should look into the possibility of increasing the availability of local art classes on every level, from weekend classes for children, to more ambitious undertakings, like perhaps forging a partnership between various local organizations to bring in a visiting artist to create work in our community, teach, etc.

ART IN THE COMMUNITY-

Public art should be explored. This could begin in a somewhat limited way, working with owners of vacant storefronts, encouraging them to allow artists, or teams of artists, to produce temporary displays in the windows facing Michigan Avenue. The EMU Art Department could be given one. Those affiliated with the Dreamland Theater could be given one. The Michigan Design Militia, the people who plan the bi-annual Shadow Art Fair, could be given another. All of the windows could then be unveiled at the same time, drawing people and the press downtown. We could also raise money for murals in the community, perhaps engaging local youth as participants.



[In Ypsilanti Downtown Blueprint, the 2008 report on opportunities for the future economic development of downtown Ypsilanti, consultants from Hyett Plama suggested that existing facilities, like the Riverside Arts Center, should be better utilized to, for instance, show films. Since then, the RAC has undergone an extensive expansion, and its board of Directors is in discussions with a community group about showing films in the facility. Other venues, like Ypsilanti's Freighthouse, could offer additional space to be taken advantage of.]

CONSIDERED ADDITIONAL INVESTMENTS

Whereas most of the previous steps should all be fairly easy to accomplish in the short-term, the following suggestions would require a greater investment in terms of financial resources. Assuming grant funds and the like are available, we would consider pursuing these as well, as they would, if successful, greatly contribute to Ypsilanti's renaissance, and the subsequent improvement to quality of life, and bring increased tax revenue, business incubation, tourism, and more. Artists, the catalyst for this change, make art/culture a wonderful return on investment (ROI). Strategies that nurture and grow this objective are:

SOUTHEAST MICHIGAN CHILDREN'S FILM FESTIVAL –

Create a children's film festival headquartered in Ypsilanti and spread throughout the city/county and takes entries from all of southeastern Michigan. The film festival would run several days and be housed all over the city in parks, on buildings, churches, in schools, theaters, libraries, etc. In addition to the films, the festival would include an opening night event, awards ceremony, classes, and special workshops with people in the field (for educators and/or youth), etc. National and international films would also be included along with those developed as entries. This festival will:

- A) expand and enrich the cultural, educational, and recreational opportunities for youth (and the community),
- B) generate resources and revenue for business and the community,
- C) market and raise awareness of the City and its cultural assets,
- D) build stronger linkages between the filmmakers, university and community,
- E) expose children to all aspects of film making (e.g. directing, writing, filming, critics, etc.) and possibly become a vehicle for recruiting youth to enter this field.

ESTABLISH DESIGNATED CULTURE ZONES –

We would like to create or identify areas of the city we wish to incubate or seed for cultural purposes; and insure these pods of creativity thrive within the city. This may also be supported by packaging incentives (e.g. low cost rent, space, collaborative space with shared equipment or other resources (e.g. kilns, wheels, easels, etc.)). Also explore use of incentives (e.g. resources, cost reductions, supports, etc.) The ROI, over time, is likely to yield more than the amount invested, and help reclaim blighted areas of the city in the process. And, if necessary, we should explore the use of incentives and the removal of regulatory barriers to see this accomplished.

LAUNCH AN ART INCUBATOR:

In order to attract artists to this community, we need to make sure low-cost studio and collaborative space is available. To do so, we must look throughout the community to identify and market these spaces. Traditionally, communities have found such space in old factories, vacant buildings, closed storefronts, etc. In Ypsilanti, an alternate use of facilities such as the former Exemplar facilities, or the presently vacant Ardis Elementary School (although this is not within walking distance of downtown as we would desire) may be worth pursuing. If the Exemplar plant, for instance, has excess unused space, this could also be the spark for generating positive growth on the South side of Ypsilanti and a venue for art education, business and retail development, etc. (Perhaps GW Kent, the company using the space now, would be willing to allow the use of some space in exchange for a tax write-off as a charitable contribution.) We need to look at vacant spaces with a different lens than we have traditionally done so, and we need to think more creatively about space than we have in the past.

PERFORMING ARTS FACILITY -

Create a large, multi-purpose, year around performing arts facility for this community. Currently, the Ypsilanti Symphony and others needing a large, acoustically correct location must leave the community or perform in someone else's space because we do not have one.

ART AND THE ENVIRONMENT –

Protect the parks. The river and its park system is one of the most important assets of the city, and must be protected for posterity and forever belong solely to the community. If needed, it should be protected in statue.

A) It must not be sold, compromised or blighted in any way in the name of progress, economics or culture. No Water Street project, cultural or recreational venue, or any other economic development initiative should cause the City to not be good stewards of the land for the community.

B) Efforts to obtain state and federal grants to develop and protect the park system must be a priority. Art, culture and history can only enhance this City treasure; and the City itself could also be a palate for the art and culture within our community. For example, like the cows of Chicago, street sculptures, mimes or other cultural additions all of which could be sponsored by others (business, grants, university, etc.)

ARTISTS MENTORING AND BUSINESS SERVICES –

If there was funding, it would be interesting to see what would happen if we provided artists with the same kind of business support that we offer to technology entrepreneurs through organizations like Ann Arbor SPARK and the Small Business Technology Development Center. Even rudimentary classes on marketing, and financial planning assistance could go an incredibly long way toward building a thriving community of artists.

WORK TO DEVELOP A THRIVING LOCAL FILM INDUSTRY -

Assuming that aggressive State incentives continue for the film industry, Ypsilanti needs to put more effort into pursuing opportunities and cultivating relationships with filmmakers, location scouts and producers.

EMU MOTION PICTURE INSTITUTE OR SCHOOL OF FILMMAKING -

One possible opportunity may be to work with EMU to further develop and market their existing film and video program. Such a program could increase career opportunities for students; position this community for greater filmmaking opportunities, and further enhance the University's reputation. (We could also seek to join the consortium of filmmaking institutions represented by the Michigan Motion Picture Institute, www.mpifilm.com.) The University could also aggressively seek to partner with film companies shooting in the area, creating incredible opportunities for their students, and

further cementing the City's reputation as film-friendly. And the city should do whatever is in its power to assist, whether it be with regard to marketing, leveraging resources, providing incentives, etc. The city and the University should also, if they haven't done so already, register with the Michigan Film Office to assist with promotions, technical assistance and support.

MARKETING YPSILANTI FOR FILMMAKING –

Establish a website and marketing package, like the City of Livonia has, to aggressively pursue film opportunities for Ypsilanti. These promotional materials would highlight the benefits of filming in the city, incentives, community/area assets, location photos, testimonials, sample scenes shot in town, etc.

STATE AND LOCAL FINACIAL INCENTIVES –

Develop an incentives package that articulates the state's film making incentives, plus additional ones that result from Ypsilanti being a core city or puts together as added inducement.

IN SUMMARY

Quite a bit of activity is already happening. Ypsi is, through the Dreamland Theater, the Elbow Room, the Shadow Art Fair, and other venues, making a name for itself as a leader on the cultural front. We believe, however, that there exists greater opportunity. If our community puts in place an infrastructure that makes artists feel welcome, and encourages them to put down roots and prosper, we believe it would make a significant positive impact. It has certainly been the case elsewhere that the growth of the so-called "creative class" in a given area predicts future economic development, and there's no reason to think that the same thing wouldn't happen here.

As Ann Arbor grows, and property there becomes more expensive, people who would otherwise live in that city are forced to make a choice. They have to decide where, in the surrounding area, they will live and raise their families. We would like Ypsilanti to be the first choice of those engaged in, or appreciative of, artistic/creative endeavors. We want people with ideas, who are willing to actively contribute to the betterment of our community. We want the young faculty of EMU and UM, the painters, the musicians, the scientists, and the brilliant technology geeks.

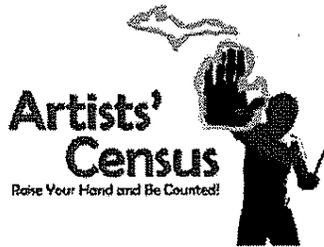
The good news is, we're close. Anecdotal evidence tells us that we're already nearing the tipping point. Young professionals, having come to the city to see a band, or visit a festival held in Riverside Park, are making the decision to stay. The loft units on Michigan Avenue are at full occupancy, and while the state's population is falling, ours seems to be edging higher. People want to live in a thriving city, where there are multiple things to do on any given night, and we're fast approaching that. Our downtown bars do

brisk business, as do the four independent coffee shops in the city. The question is, how do we support this continued growth?

In the previous sections of this chapter, we've laid out a comprehensive plan for moving Ypsilanti forward via the arts. Some of the suggestions, admittedly, would be difficult to accomplish with the limited funds we currently have at our disposal. It's not likely, for instance, that we'll be able to open a subsidized workspace for artists anytime soon. There are, however, other things that we can do. We can institute an Arts Council with representatives from different segments of the community, sharing information about shows taking place on-campus, festivals being held in town, and opportunities to work together to plan complimentary events. We can put up kiosks where bands can advertise for new singers, and photographers can promote their show at the coffee shop down the street. We can put together a volunteer team to document the potential filming locations we have within the city. Working together in such a way, we can accelerate the transformation that is already underway.

INCLUDED:

Spiral bound Arts Alliance Report / Washtenaw County Cultural Plan
SPARK July 21 Creative Artists Analysis
Hyatt Palma Blueprint report
2008 Washtenaw Artists Survey



Artists in Washtenaw County: The 2008 Artists' Census Final Report

*Report Written by: Angela Martín-Barcelona
Marketing Director, Arts Alliance*

*Data analysis: Jill Ault
President, Fiber Arts Network of Michigan; Juror, Ann Arbor Street Art Fair*

Funding support provided by



October 2008

Executive Summary

The Washtenaw County Artists' Census was administered by the Arts Alliance as part of its cultural planning project, *Community & Culture: Creating a Plan for Washtenaw County*. The census ran from April 1 through May 17, 2008 and was undertaken to establish a baseline number of artists living and working in Washtenaw County so that changes in this population can be measured over time. An additional goal was to build public appreciation for individual artists and give this sector increased credibility as a significant part of the community. In the six weeks the census ran, 2,530 responses from artists – visual, performing, and literary – that live or work in Washtenaw County were received.

A major component of the Artists' Census was to establish criteria by which artists who are extensively engaged in their craft could be distinguished from artists for whom their creative activity was less encompassing. The advisory committee working on the Artists' Census adapted criteria employed by Dr. Ann Markusen, an economist and professor of Planning and Public Policy at the University of Minnesota and reported in her publication, *Crossover: How Artists Build Careers across Commercial, Nonprofit and Community Work*. Her research focuses on industrial and occupational approaches to regional development and on arts and culture...as regional economic stimulants, both in the U.S. and abroad¹.

All respondents to the Artists' Census have been identified as **Washtenaw County Artists**. To determine how many of them could be classified as **Working Artists**, respondents had to meet all of the following four criteria laid out by Dr. Markusen:

- 1) self-defines as an artist;
- 2) works as a visual, performing, or literary artist;
- 3) spends 40 or more hours a month on his/her creative field; and
- 4) shares his/her artwork beyond family and friends.

The Arts Alliance believes that the findings of this census represent a very conservative assessment of the creative population in Washtenaw County, in part because this is the first time such a counting of artists has taken place here. The total number of *Working Artists* identified in this study has strong credibility; it correlates very positively with a study of the U.S. artist population conducted by the National Endowment for the Arts and reported in its publication, *Artists in the Workforce, 1990-2005*² as well as with the findings of an online survey conducted by the Arts Alliance in Fall 2007.

Key Findings of the Artists' Census:

- 2,530 individuals responded to the Artists' Census and have been classified as **Washtenaw County Artists**
- Of all census responses, 1,173 individuals satisfied all 4 criteria and have been identified as **Working Artists**

Key Facts: Washtenaw County Artists (all respondents)

- 55% of all respondents were visual artists; 33% were performing artists; 11% were literary artists and 2% were other
- 947 (or 37.4%) of *Washtenaw County Artists* earn a living from a day job that is not related to their creative field.

Key Facts: Working Artists

- 55% of *Working Artists* were visual artists; 35% were performing artists; 9% were literary artists and 1% was other
- 218 (or 18.6%) of *Working Artists* said they support themselves by doing their art.
- 372 (or 31.7%) of *Working Artists* earn a living from a day job that is related to their creative field.
- The highest percentage of *Working Artists* by zip code were from Ann Arbor (68.3% or 801 artists) and Ypsilanti (13.8% or 162 artists).
- The highest percentage of *Working Artists* based on population were from Chelsea (1.2%) and Dexter (1.8%).

Interesting Observations

- 91.1% (or 2,306) of all respondents (*Washtenaw County Artists*) said they would call their creative activity a primary focus or passion in their lives.
- “Musician” was the creative activity that had the highest number of responses (164) among *Working Artists*.
- “Would you call yourself an artist (visual, performing, or literary)?” was a harder question for respondents to answer than expected.

Lessons Learned

- National standardized codes for artistic media need to be updated.
- The term “artist” is inadequate to describe the broad range of individuals engaged in the visual, performing, and literary arts.
- Despite the Arts Alliance’s publicity efforts to get the word out to artists about the census, it was impossible to reach all artists throughout the County.

Next Steps

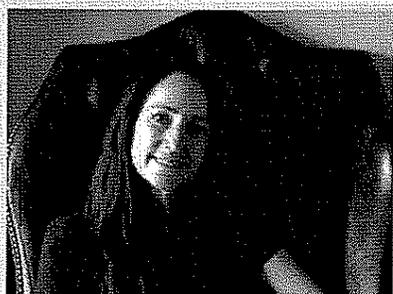
In order to determine the health of Washtenaw County’s artists, the Arts Alliance will conduct another census in 2010. Once the census is completed in 2010, it will be repeated on a five-year cycle.

¹ Dr. Ann Markusen, et. al., *Crossover: How Artists Build Careers across Commercial, Nonprofit and Community Work*, The Arts Economy Initiative, Project on Regional and Industrial Economics, Humphrey Institute of Public Affairs, University of Minnesota, October 2006.

² National Endowment for the Arts, *Artists in the Workforce: 1900 – 2005*, Research Report #48, May 2008.

Introduction

It's the million dollar question – who is an artist? Naturally, the definition of artist can vary greatly depending on who is defining the term. What is art in the eyes of one person may be considered anything but art in the eyes of another. In conducting the Washtenaw County Artists' Census, the Arts Alliance did not wish to provide an exclusive definition of who could and could not be considered an artist; in fact, the Artists' Census was designed to be as inclusive as possible, creating a voluntary census for all visual, performing, and literary artists regardless of age and formal training in Washtenaw County.



"Washtenaw County is a unique place to practice my craft as an oil painter and to operate an art gallery for two compelling reasons. Firstly, the beautiful Michigan landscape, the varied architecture and the scenes created by the varied available activities in our community provide a wealth of inspiration for creative works. Secondly, the creative and intellectual community of Washtenaw County is rich and supportive. Big ideas and universal images are communicated through creative works, and our community is particularly sophisticated with knowledge and taste. We are just more open to great ideas, even if we differ. And that raises the quality of our daily lives in immeasurable ways."

**Victoria Schon
Daisy Lake Gallery,
Dexter**

Unlike arts and cultural organizations, artists tend to blend into a community; artists very seldom list themselves in the yellow pages, and an artist is not as easily identifiable as say a community theatre, museum, or book store. Despite not having an easily visible presence in a community, artists are indeed important to the creative sector. According to the *Creative Economic Analysis* conducted by Ann Arbor SPARK³, as a companion to the Artists' Census, the creative economy in Washtenaw County employs 9,037 people, or 4.6% of the County's total workforce. Of that total, 1,361 are self-employed independent artists and performers. This is a significant number of individuals that have a profound impact on the creative sector. In fact, the Ann Arbor SPARK study further states that the total payroll for the entire creative economy sector in Washtenaw County is approximately 10% (or \$932,876,000 of the \$9,123,851,000 total wages) for the Ann Arbor Metropolitan Statistical Area⁴ (MSA).

So why conduct an artist census? The Artists' Census was done help determine how many artists are in Washtenaw County and what type of art these artists are doing. The Artists' Census provides a baseline to measure changes to the artistic community.

The inspiration to do a county-wide artists' census stemmed from both the environmental movement and the work being done by Ann Markusen that addresses artists' issues. Markusen is an economist and professor of Planning and Public Policy at the University of Minnesota. Her research focuses on industrial and occupational approaches to regional development and on arts and culture ... as regional economic stimulants, both in the US and abroad.

The environmental movement has successfully developed the necessary tools to assess the overall quality and cleanliness of the Earth's air, ground and water. The tools developed have spurred eco-friendly and "green thinking," and as our air, ground, and water are being measured, it's become increasingly easier to note and record any changes to their quality.

If environmentalists are able to measure the health of our planet, why can't the same be done to measure the quality and current state of a community's artists? Without knowing how many artists live and work in Washtenaw County, it's

difficult to understand and monitor the overall health of this sector. Are more artists moving away than moving in? Do the 2,530 *Washtenaw County Artists* that responded the census represent a healthy number? Are there more literary artists in Washtenaw County than any other place in the country? Were there more than 1,173 *Working Artists* in the county ten years ago? The Artists' Census provides the

framework to evaluate the well-being of Washtenaw County's artists and creative individuals, and establishes a baseline against which the results of future censuses can be compared.

Washtenaw County Artists	Working Artists
2,530 responses to the Artists' Census	1,173 responses that met four criteria

³ Ann Arbor SPARK, *Creative Economic Analysis*, July 2008

⁴ *Metropolitan Statistical Area (MSA)* are designated by the U.S. Census to gather business and employment history. "Ann Arbor" is the MSA that encompasses of Washtenaw County.

Methodology

To determine how many artists live and work in Washtenaw County and to give these artists more visibility and credibility in the community, the Arts Alliance conducted a county-wide Artists' Census. An advisory committee of visual, performing, and literary artists and art administrators was established in June 2007. This advisory committee developed the short, 10 question survey that would serve as the Artists' Census based on the pioneering work of Dr. Ann Markusen. (See *Crossover: How Artists Build Careers across Commercial, Nonprofit and Community Work.*)

The advisory committee agreed to ask the following ten questions in the census (also see Appendix XIII):

1. What is your primary creative field? (Example: painting, choreography, writing, etc.)
2. Do you work in other creative fields? If so, list two or three of them.
3. Are you are student pursuing a degree or certificate?
4. On average, how many hours per month would you say you work on your creative activities? (Circle one option)
 - Less than 10
 - 10 – 39
 - 40 – 79
 - 80 – 159
 - 160 or more
5. How do you earn a living? Check the one answer that best describes your current situation.
 - I have a "day job" (not related to my creative field) that allows me to do my art. (Example "day job;" waiter, lawyer, etc.)
 - I have a "day job" (related to my creative field) that allows me to do my art. (Example: a professor teaching dance, a web designer, etc.)
 - I support myself by doing my art.
 - I have financial support that enables me to do my art. (Example: support from family or a spouse, retirement benefits, etc.)
6. Do you share your creative activity with the public beyond your family and friends?
7. Would you call your creative activity a primary focus or passion in your life?
8. Would you call yourself an artist (visual, performing, or literary)?
9. Home Zip Code:
10. Non-Washtenaw County Residents Only: If you do most of your creative work in Washtenaw County, where does it take place? Zip code _____.

When developing the census questions, the committee specifically chose not to include any questions relating to the amount of sales generated from artwork, number of exhibitions, number of performances, or publications. The rationale for this decision was based on the fact that not all artists generate large amounts of sales or show, exhibit, or publish their artwork. After all, Vincent Van Gogh sold very few paintings during his lifetime and most people would consider him an artist.

Distribution

The census was available online at www.artscount.org and hard-copy versions were distributed and prominently displayed in all public libraries throughout the county. Links to the census were included on the website and blogs of many area cultural organizations and individual artists. The majority of responses received were completed online.

Publicity

The publicity efforts for the Artists' Census involved many partnerships and cross-marketing efforts. Being a young organization, the Arts Alliance realized that in order to successfully conduct the Artists' Census, it would be necessary to collaborate with key partners throughout the county to ensure the best response rate. Cultural leaders working in area cultural organizations, individual artists, educators, art advocates and many others were contacted to help spread the word about the Artists' Census. Many of these groups included information about the Artists' Census on their websites, mailings, and newsletters.

More than 100 posters were distributed throughout the county and were displayed during the course of the census. A street banner was produced and was hung in two locations downtown Ann Arbor and also in Ypsilanti for the duration of the census. The Arts Alliance partnered with local radio stations to promote the census and also received strong media coverage from local media outlets, including newspaper, arts and cultural magazines, community access television, and blogs. The Artists' Census also received national press on the Americans for the Arts blog, ArtsJournal.com.

Criteria

At the close of the Artists' Census in May 2008, 2,530 responses from artists who live or work in Washtenaw County were received. To distinguish a *Working Artist* from all the *Washtenaw County Artists* who responded, the advisory committee adapted the criteria presented by Dr. Ann Markusen in *Crossover: How Artists Build Careers across Commercial, Nonprofit and Community Work*. Based on the criteria in this similar study, the Artists' Census defined a *Working Artist* as anyone who fulfilled all four criteria: (1) self-defines as an artist; (2) works as a visual, performing, or literary artist; (3) spends 40 or more hours a month on his/her creative field; and (4) shares his/her artwork beyond family and friends.

A Working Artist is defined as anyone who	
•	Self-defines as an artist;
•	Works as a visual, performing, or literary artist;
•	Spends 40 or more hours a month on his/her creative field, and;
•	Shares his/her artwork beyond family and friends.

After applying the four criteria to the 2,530 *Washtenaw County Artists* that responded to the census, 1,173 *Working Artists* (visual, performing, and literary) were identified.

Evaluation of Data

The Arts Alliance understands that its census was not able to reach every artist in Washtenaw County, but also recognizes that the data collected from the census provides credible insights about the county's artists. The number of *Working Artists* - 1,173 - represents a number that is both conservative and realistic, particularly in light of other recently released research.

In May 2008, the National Endowment for the Arts (NEA) published *Artists in the Workforce, 1990-2005*. This report analyzes artists' demographic and employment patterns using United States census occupation data. According to this NEA report, self-employed artists represent 1.28% of the civilian labor force in Michigan (*Artists in the Workforce, 1990-2005*, National Endowment for the Arts, 2008, Pg. 48). Using this measure, the total number of *Working Artists* in Washtenaw County is 2,423 (based on a civilian labor force in Washtenaw County of 189,324 according to the Washtenaw County Department of Planning and Environment).

One of the tables presented in this NEA report lists the top 15 states in the United States for each artist occupation by number of artists according to the U.S. Census Bureau, (Census 2000 Special Equal Employment Opportunity Tabulation). In this table, Michigan with 63,140 total artists, ranks seventh for the total number of artists of the top 15 states. Also, according to this table, Michigan ranks within the top 15 states for the number of Architects (14th with 4,940 architects); Designers (6th with 32,635); Photographers (8th with 3,600); Fine artists, art directors, and animators (10th with 6,170); Entertainers and performers (11th with 895); Producers and Directors (13th with 2,865); Musicians and singers (10th with 5,015) and Writers and authors (13th with 3,950). (*Artists in the Workforce, 1990-2005*, National Endowment for the Arts, 2008, Table 14, Pg. 60) These rankings reflect a strong representation of visual, performing, and literary artists in the state of Michigan.



With the growing population of Muslims in Washtenaw County, as students, caregivers, and professionals, it is important that we are recognized as neighbors and citizens whose desire is to make a contribution to American life. All members of our diverse community are making efforts to [communicate] and to move towards acknowledging our similarities rather than dwell on our differences. Through my art I hope to build bridges between people with different faiths and backgrounds.

Bayyinah K. Muhammad
 Artist and Educator,
 MFA candidate in the
 Drama Theatre for the
 Young Program at
 Eastern Michigan
 University

The Artists' Census similarly reports a strong presence of graphic designers; photographers; painters; fiber and clay artists; and writers in the county. In fact, the top six creative field sub-categories from the census for all respondents (*Washtenaw County Artists*) were: Painter, 319 responses; Musician, undefined, 283 responses; Photographer, 178 responses; Fiber, 153 responses; Dancer, 128 responses; and Writer, unidentified, 102 responses. (Appendix X) The data collected for those identified as *Working Artists* reflects a similar pattern. The top six creative field sub-categories for *Working Artists* were: Musician, undefined, 164 responses; Painter, 130 responses; Photographer, 73 responses; Fiber, 64 responses; Graphic designer, 54 responses; and Clay, 53 responses. (Appendix X)

"What astonished me most about this census was that a) we thought of counting our artists (a radical idea because most often artists are not counted as a community resource), b) that we actually accomplished it (this is an example of social science and business skills reaching out to solve problems for creative people), and c) that more than half of those who responded were visual artists.

Margaret Parker
Visual artist

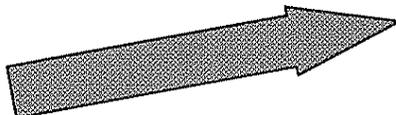
Coding Procedure

The Artists' Census used a standardized system developed by the NEA (and used by the Michigan Council for Arts and Cultural Affairs) to code respondents' answers to survey questions. The responses to Question 1 (*What is your primary creative field?*) were coded using this system. Data analysis in this report focuses on the primary creative field responses, and to avoid an overload of information, does not include Question 2 (*Do you work in other creative fields? If so, list two or three of them*). The Arts Alliance does have this information and analysis on file for future study.

A code was attributed to each creative field noted in a census response. Creative fields include the following categories: Dance; Music; Opera and Music Theater; Theater; Visual Artist; Design Arts; Crafts; Photographer; Media Arts; Literary Arts; and Other responses.

Once creative fields from Question 1 were coded and sorted by categories, they were then divided into sub-categories. For example, a respondent could be coded to be included in the "Visual Artist" category with his/her sub-category as "Painter."

Categories for Creative Fields
Dance
Music
Opera and Music Theater
Theater
Visual Artist
Design Arts
Crafts
Photographer
Media Arts
Literary Arts
Other responses



Sub-Categories for Creative Field, Visual Artist
Painter
Drawing, pastels
Sculptor
Undefined visual arts
Printmaker
Installation, public art
Experimental, sound

This coding system was applied to the two sets of data: (1) the 2,530 *Washtenaw County Artists* who responded to the census and (2) the 1,173 *Working Artists*. Full reports of the coding can be viewed in Appendix X.

To get a better idea of the total percentage of respondents who represent visual, performing, and literary artists, each category was identified as visual, performing, literary, or other.

Breakdown of Visual, Performing and Literary Respondents based on Categories for Creative Fields	
Dance	Performing
Music	Performing
Opera and Music Theater	Performing
Theater	Performing
Visual Artist	Visual
Design Arts	Visual
Crafts	Visual
Photographer	Visual
Media Arts	Visual
Literary Arts	Literary
Other Responses	Other*

*Other includes the following sub-categories: Arts Education; Arts Administration, gallerist; Humanities; Other (e.g. Cooking); Multidisciplinary; and Art conservation.

Of the 2,530 *Washtenaw County Artists*, 54.8% are visual artists, 32.4% are performing artists and 10.9% are literary artists. For *Working Artists*, 54.9% are visual artists, 34.7% are performing artists and 9% are literary artists. The breakdown of percentages between visual, performing, and literary artists who participated in the census can be viewed in Appendix II.

There are a higher number of responses in Question 5 (*How do you earn a living*) because some artists chose more than one option. This would have applied for anyone doing part-time work. (An example would be an artist who works part-time in a "day job" related or not related to his/her creative field, but also has either financial support or partially supports himself/herself by doing his/her art.). In all other questions the final number reported matches the number of *Washtenaw County Artists* (2,530) or *Working Artists* (1,173). (A complete analysis of census data can be found in Appendix VIII and Appendix IX).

The information collected for Question 9 (*Home Zip Code*) and Question 10 (*Non-Washtenaw County Residents Only: If you do most of your creative work in Washtenaw County, where does it take place*) was organized according to the Washtenaw County zip codes provided by Washtenaw County, Department of Planning and Environment. Zip codes are established by the United States Postal Service (USPS) and do not coincide with county boundaries. All zip codes that were entirely or partially contained within Washtenaw County are included and corresponding maps can be viewed in Appendix XI and XII.

A detailed report of responses with zip codes located within the seven population centers in Washtenaw County (Ann Arbor, Chelsea, Dexter, Manchester, Milan, Saline, and Ypsilanti) was determined. (Appendix XIV, XV) This report includes the response rate of artists within each population center. Data also includes zip codes located outside population center boundaries.

Analysis

The data collected for the Artists' Census was analyzed in two ways: (1) by examining the 2,530 surveys collected from all respondents (*Washtenaw County Artists*) and (2) by studying the 1,173 responses from *Working Artists* as determined by applying all four criteria ((1) self-defines as an artist; (2) works as a visual, performing, or literary artist; (3) spends 40 or more hours a month on his/her creative field; and (4) shares his/her artwork beyond family and friends.).

Analysis was done to examine trends in the responses. Key areas of analysis included:

- Responses to four *Working Artist* criteria
- Population size of visual, performing, and literary artists
- Categories of creative fields reported by artists
- Sub-categories of creative fields reported by artists
- Geographic distribution of artists

The following key facts, interesting observations, and lessons learned reflect responses from the 2,530 *Washtenaw County Artists* and 1,173 *Working Artists*. More detailed information from the census can be viewed in Appendix X.

Key Facts: Washtenaw County Artists (all respondents)

- **947 (or 37.4%) of Washtenaw County Artists earn a living from a day job that is not related to their creative field.** More than one-third of the respondents to this census are not engaged in their primary creative field through their employment. This percentage suggests that *Washtenaw County Artists* who responded to this census practice their creative field because they *want* to, not necessarily because they are being compensated for it.

Key Facts: Working Artists

- **218 (or 18.6%) of the 1,173 Working Artists said they support themselves by doing their art.** This number closely mirrors the total number of artists and creative workers that participated in the Washtenaw County Cultural Plan Online Survey. In this online survey, 186 artists and creative workers indicated that they were writers, visual artists, or performing artists who spend 50% or more of their time or earning 50% or more of their living through their artwork.
- **372 (or 31.7%) of Working Artists earn a living from a day job that is related to their creative field.** This represented a very significant number of individuals that have a job that directly related to their art (ex. a professor teaching dance, a web designer) and dedicate 40 or more hours a month on their creative activity. This clearly indicates how their creative activity is both a passion and primary focus in their life and their day job may reflect it.
- **The highest percentage of Working Artists by zip code were from Ann Arbor (68.3% or 801 artists) and Ypsilanti (13.8% or 162 artists).** It is important to recognize, however, that while Ann Arbor and Ypsilanti represent the highest number of artists from the seven population centers* in Washtenaw County, these numbers do not represent the highest percent of artists in relation to their

*Seven population centers include: Ann Arbor, Chelsea, Dexter, Manchester, Milan, Saline and Ypsilanti.

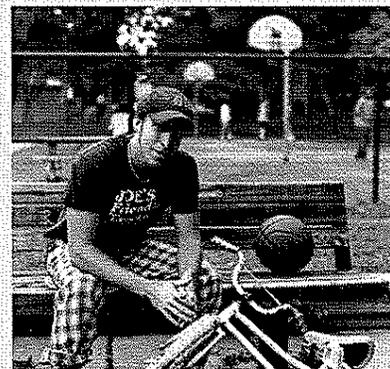


Photo: Dorothy Gotlib

This is my 'hood, my town - I grew up here; I live across the street from my favorite basketball court in the world; some of my friends around here I've had for 20 and 30 years. The arts community here is incredibly supportive -- there's no competition, it's all love. Writers, filmmakers, designers, dancers, musicians - everyone's got each other's backs and big ups each other. There's a respect and sense of mutual appreciation for anyone who's choosing to live here and do art.

I don't make much money doing my art, but I live with 5 roommates and we've got a beautiful house a few blocks from downtown by the train tracks and the river, so I've got all the money I need. My friends in big cities work their asses off to pay the bills, and all I can think when I hear their stories is: What freedom! I could be living in a stairwell in NYC or big pimpin' in Ann Arbor... I think I'll kick it here a bit longer.

*Davy Rothbart
Creator of Found Magazine,
a frequent contributor to
public radio's This
American Life, and author
of The Lone Surfer of
Montana, Kansas.*

population. When the populations of Ann Arbor and Ypsilanti are taken into consideration the number of artist respondents in Ann Arbor represents .5% of the total population (151,931 according to Washtenaw County) and .2% of the total population in Ypsilanti (94,266 according to Washtenaw County).

- **The highest percentage of artists based on population were from Chelsea (1.2%) and Dexter (1.8%).** Each population center had between a .2 – 1.8% response rate to the Artists' Census. (Appendix XV)
- **Almost 55% of Working Artists and Washtenaw County Artists can be identified as visual artists.** The categories used to define visual arts include: visual artist (painter, printmaker, sculptor...etc), crafts (fiber, clay, mixed media, jewelry...etc.), design arts (graphic designer, illustrator, architect...etc), photographer, and media arts (film, digital / experimental, video...etc.). It is not surprising that visual artists constitute the highest response rate when compared to performing and literary artists, especially since there are more categories and sub-categories listed for visual artists. Also, performing and literary artists may have felt this census was not intended to count them as many people think of visual artists when they hear the term "artist." (Appendix I)



"We moved to the Washtenaw County area 20 years ago to keep within proximity of the local music and arts community and access to the [area's] music scene. As traveling performers we are centrally located to venues across the state of Michigan and can easily get to the metro Detroit area. We both found teaching opportunities in music and eventually moved to Manchester to enjoy the rural lifestyle while having easy access to the cultural & metropolitan scene in Ann Arbor.

We are both fortunate to have careers in music education in a community where music and the arts are highly supported and students are motivated and need teachers to meet their needs as artists. As musicians we both supplement our income performing, and recording our own projects. Our professional income is split between teaching and performing as musicians. In addition, we devote significant time and talent toward the non-profit arts community, mentoring young artists, and supporting the arts community.

**Mark and Carole Palms
Raisin Pickers, Manchester**

Interesting Observations

- **91.1% (or 2,306) of all respondents (Washtenaw County Artists) said they would call their creative activity a primary focus or passion in their lives.** This is an overwhelming response that surprised some of the Artists' Census committee members given that "a primary focus or passion in life" is a strong term. In particular, two interesting points emerge from this data: 1) It speaks to the significance arts and culture hold in the lives of these respondents. So often, discussions focus on community "needs" without exploring community "values." This response hints at the value this community places its creative sector. 2) This response offers an intriguing peak into the "hearts and minds" of this segment of Washtenaw County's workforce. Some 2,306 individuals reported that their creative activity is a "primary focus or passion" in their life and yet of these, only 270 are able to support themselves from this activity. Another 638 are working in a related creative field. By extension, this means that some 947 individuals are spending the bulk of their days working in areas that do not ignite their passion or represent a primary focus of their lives.
- **"Musician" was the creative activity that had the highest number of responses (164) among Working Artists.** This response reflects the traditionally high level of public support of music and music education in Washtenaw County. Pioneer High School in Ann Arbor, for example, won a Grammy Award in 2005-2006; Ypsilanti's high school choral program has won numerous awards and performed internationally, as has the Saline Fiddlers. This strong response also reflects

the fact that of all the art forms, musicians may be the most able to obtain paying jobs. These jobs (such as working as a church choir director or performing at weddings and parties) may not necessarily reflect the musician's personal interests, but they can help pay the bills.

- **“Would you call yourself an artist (visual, performing, or literary)?” was a harder question to answer than expected.** Census planners have heard anecdotally that this question proved quite challenging for a number of respondents, in some cases disconcerting individuals whom others would quickly categorize as “artists.” Some accounts, for example, have described how accomplished artists felt inadequate when comparing their work with others and were uncomfortable bestowing the title “artist” upon themselves. (Example: Six architects who spend more than 160 hours a month in their creative field did not self-define as artist.). On the other side of the coin, some individuals who might be deemed to have minimal credentials seemed comfortable identifying “artists.” Adopting the title “artist” gets at very personal questions of identity, self-worth, and personal expectations, and posed real challenges for some respondents.

Lessons Learned

- **National standardized codes for artistic media need to be updated.** Each creative activity reported by an artist was coded using the system developed by the NEA. It was determined that this coding was not consistent, accurate, or reflected current creative trends. In many cases a code did not exist to encompass the artistic medium. For example, the codes for media arts do not reflect the great activity taking place in this area. For the purposes of this study, additional codes and categories were developed to be as inclusive and complete in reporting as possible.
- **The term “artist” is inadequate to describe the broad range of individuals engaged in the visual, performing, and literary arts.**
Typically, when people hear the term “artist,” they think of someone working in the visual arts: a painter, printmaker, or sculptor. The committee that developed the Artists’ Census was sensitive to this issue and tried to identify a term that might be more universal and encompass the broad range of creative endeavors; however, no such term seems to exist. It was finally agreed to include the explanation “(visual, performing and literary)” every time the word “artist” was used in an attempt to articulate the universal character of the census. The lack of a generally recognized term describing visual, performing, and literary artists suggests the relative lack of sophistication that exists in discussing this important sector of society.
- **Despite the Arts Alliance’s publicity efforts to get the word out to artists about the census, it was impossible to reach all artists throughout the County.** Although there are many niche and media-specific groups, there is no one existing resource that can be used to contact the broad range of individuals involved in the creative sector. The Arts Alliance partnered with many groups, ranging from the musician’s union to the art departments at area universities, to get the word out about the census but even so, many individuals either did not learn of the census in a timely fashion or were unfamiliar with the Arts Alliance and chose not to participate. As is frequently the case, word of mouth was the most important communication tool. A positive outcome of the census, however, is that many respondents chose to share their contact information with the Arts Alliance and the organization now has a sizeable list of artist contacts.

Next Steps

The Arts Alliance will promote the findings of the Artists’ Census widely to build greater awareness of the size and scope of this population.

Now that a baseline artist population figure has been established, the Arts Alliance will repeat the Artists’ Census in 2010. It is anticipated that by then artists will be more familiar with the concept of an artists’ census and that the Arts Alliance will be a more established organization so that response rates will increase. The Arts Alliance then intends to repeat the census in five-year cycles to measure changes in this population.

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Samantha Misiak

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Executive Director, Ann Arbor Book Festival

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We would also like to thank all members of our advisory committee for their project insight and all the cultural organizations, individual artists, and community members that helped spread the word about the census.