

# STARS Sustainable Transportation Planning Workshop Information Sheet

(Dec. 8, 2011, ABAG Metro Center Auditorium, 2-5pm, 3 CM, [location/directions](#), [description website](#))

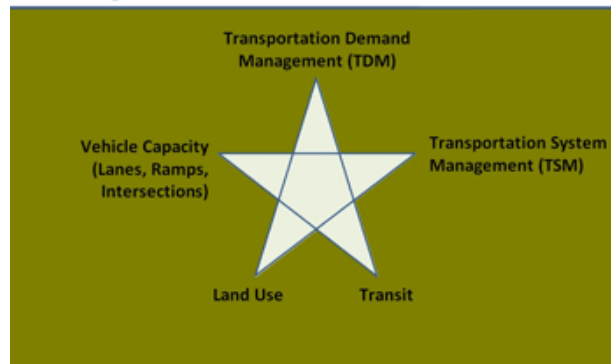
## Sponsors:



## STARS (Sustainable Transportation Analysis and Rating System)

Is a performance-based planning and rating system helping transportation projects to:

### Strategies to Achieve Goals



- Improve access to jobs/school, housing and goods;
- Cut imported petroleum use and greenhouse gas emissions;
- Reduce transportation capital and operating costs.

[STARS handout](#)

One-page summary

[STARS overview](#)

3-Page summary

[STARS](#)

[PowerPoint](#)

[STARS Pilot Project](#)

[Manual Overview](#)

More information: [website](#), Peter Hurley: (503) 823-5007, [peter.t.hurley@portlandoregon.gov](mailto:peter.t.hurley@portlandoregon.gov)

## Learning Objectives:

- 1. New Tool:** Understand the STARS sustainability framework and Triple Bottom Line system.
- 2. Backcasting:** Understand how to use the strategic sustainability method of backcasting.
- 3. Innovative Strategies:** Learn about easy-to-use and inexpensive demand and system management investments that shift mode, improve health; reduce climate pollution; and boost the local economy.

### Scott Edmondson, AICP

- Co-chair/founder, [APA CA Northern Sustainability Committee](#).
- Principal/founder, [Sustainability 2030](#), a think-do tank accelerating an effective response with strategic sustainability understanding, resources, advisory-training services, & initiatives.
- 25 years of planning experience: CEQA environmental review (17 yrs), long range (5 yrs, Citywide, SF Planning), and strategic facilities planning (3 yrs). MAAURP, UCLA.
- SF Sustainability Plan (1996), BAASC (late 1990s)
- [Scott-e@sustainability2030.com](mailto:Scott-e@sustainability2030.com).

### Paul Horton

- Principal consultant focusing on sustainability for the management consulting firm Leigh Fisher.
- Co-founder/vice chair, North American Sustainable Transportation Council (STC), developer of STARS.
- Co-founder/manager, non-profit Climate Solutions.
- Corporate sustainability director for the planning and engineering firm David Evans & Associates, Inc.
- Teacher Evergreen State College/ International Society of Sustainability Professionals.
- [paul.horton@leighfisher.com](mailto:paul.horton@leighfisher.com) | (650) 375-5356

### Kelly Rodgers

- Program manager, North American Sustainable Transportation Council, STARS developer.
- Teaches Sustainable Development for Sustainable Communities at Marylhurst University.
- Coauthor of the book Cartopia: Portland's Food Cart Revolution.
- Public, private, and non-profit sector work in neighborhood planning, stormwater management, renewable energy, sustainable transportation, food systems, and community design.
- [portlandkelly@gmail.com](mailto:portlandkelly@gmail.com).

# AGENDA

- 2:00**      **Welcome and Context**
- 2:15**      **Sustainability: What is it?**
- 2:30**      **Sustainable transportation:**
- Are we heading in the right direction? *Discussion*
  - What would a sustainable transportation system look like? *Exercise*
- 3:00**      **What is STARS? STARS-Project, STARS-Plan, & STARS Safety, Health, & Equity**
- Credits**
- 4:00**      **Discussion: What are policies that promote the triple bottom line?**
- 4:30**      **Exercise: Applying STARS & the Triple Bottom Line**
- 5:00**      **ADJOURN**