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CITY OF AMESBURY, MA

CITY OF AMESBURY
IN THE YEAR TWO THOUSAND TWENTY-TWO

SPONSORED BY: *Kassandra Gove* **BILL No. 2022- 057**
Kassandra Gove, Mayor

An Order to authorize the Mayor to participate in the 2022 LEED for Cities Local Government Leadership Program.

Summary: Since 2019, the US Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) for Cities Local Government Leadership Program has directly engaged 50 cities, towns and counties in their pursuit of LEED v4.1 certification. In late March, Amesbury was accepted into the 2022 program with 14 other communities to work through the LEED v4.1 certification process. Over the next year, LEED will provide technical assistance to institutionalize sustainability into Amesbury's programs and policies and work with the City to build our capacity to advance social equity. Acceptance in this program is valued at \$12,000 and includes: One-year USGBC Silver level membership valued at \$1,500; LEED for Cities program registration and certification review valued at \$2,500 and \$8,000 respectively. We will also get one-on-one assistance from a dedicated USGBC staff. This program runs from April 2022 to March 2023 and is at no cost to the City.

Be it Ordered by the City Council of the City of Amesbury assembled, and by the authority of the same as follows:

That the City of Amesbury authorizes the Mayor to participate in the 2022 LEED for Cities Local Government Leadership Program.



BANK OF AMERICA 
2022 Sustainability & Equity Accelerator
LEED for Cities Local Government Leadership Program

PROGRAM DESCRIPTION

With support from Bank of America, the U.S. Green Building Council (USGBC) is pleased to announce a call for applications for the **LEED for Cities Local Government Leadership Program**. In 2022, the national cohort program theme is Sustainability & Equity Accelerator. Interested U.S. local governments should come to the program committed to certifying in LEED v4.1 for Cities and accelerating progress on sustainability and social equity.

Since 2019, USGBC's LEED for Cities Local Government Leadership Program has directly engaged 50 cities, towns and counties in their pursuit of LEED v4.1 certification with another 6 cities engaged in the previous pilot program. This growing national cohort of local governments is building a culture of collaboration across the US that is expanding the breadth and depth of our program's impact.

As cities and counties adjust to a changing world, our 2022 program will focus leaders on institutionalizing sustainability and catalyzing action based on the certification process and results. In parallel, we will build the capacity of sustainability and resilience officers to advance social equity through their work. The Sustainability & Equity Accelerator will provide the tools and resources that you need to take meaningful action.

Like in previous years, local governments will participate as a cohort, collaborating and exchanging ideas with peers as they get organized, set goals, collect data, and apply for certification. New additions to the 2022 program include direct support from a LEED for Cities Equity Fellow, development of an equity scan that will showcase efforts of all LEED for Cities cohort participants, and quarterly forums for the cohort tied to the Sustainability & Equity Accelerator theme.

Applications to the 2022 Local Government Leadership Program will be evaluated on various criteria, including leadership support, commitment to data driven decision-making, staff capacity, demonstrated need, and coordination with other local, regional, national or global initiatives. Local governments that best meet the stated criteria will be selected.

PROGRAM DETAILS

Once local governments are selected to participate in the national cohort, we will commence the program with a multi-day, virtual orientation and training open to staff, elected and appointed officials, and partners. USGBC will walk your team through the rating system and certification process, leading exercises such as goal setting and roadmap development consistent with the requirements in [IP Credit: Integrative Planning and Leadership](#).

After the training, project leaders will connect across departments to begin identifying and collecting data for certification. Resources like the [LEED for Cities Crosswalk Tool](#) will support efficient and organized project management.

The national cohort will meet regularly throughout the year via phone calls and web conferencing to share progress and best practices. Each local government will receive a dedicated USGBC liaison who will check-in regularly, help to resolve issues, and provide feedback and support.

Each local government will be responsible for gathering the data necessary for certification. When the local government has completed the application to their specification, they will submit for review, around month six in the program year. GBCI will provide a robust, third-party review with two phases: preliminary and final. A results report is generated along with a case study at time of certification. USGBC will provide PR and marketing support, including a certificate and resources to help announce and celebrate the local government's certification.

Local governments engaged in the national cohort may have additional opportunities to be featured in webinars, articles, conference sessions and workshops. Toward the end of 2022 and beyond the program year, staff will support local governments as their focus shifts to evaluating results, prioritizing investments and next steps, and communicating impact.

PROGRAM BENEFITS

Each local government selected to participate in the 2022 Program will receive:

- One-year USGBC Silver level membership valued at \$1,500;
- LEED for Cities program registration and certification review valued at \$2,500 and \$8,000 respectively;
- A dedicated USGBC staff liaison providing project management and coaching support, technical assistance, and QA/QC on certification materials;
- Access to a multi-day virtual orientation program for staff, elected/appointed officials and partners;
- Monthly networking and convening opportunities with the national cohort;
- Quarterly forums digging deeper into sustainability and social equity issues;
- Access to a LEED for Cities Equity Fellow for guidance and advice;

- The ability to participate in our inaugural Equity Scan, demonstrating the evolution of the work on social equity at the local level;
- Public relations and marketing assistance and a case study on your USGBC Project Directory page tied to certification announcement;
- How to guides, education resources, and other project management tools;
- Access to green building policy and advocacy support, connection to local chapters and our network of thought leaders and practitioners!

PROGRAM FEES

There are no direct fees for local governments invited to the 2022 Sustainability & Equity Accelerator. The program covers the cost of membership, registration and certification review and provides the full program benefits described above.

Beyond this program, local governments can expect to pay for re-certification on a 5-year cycle; the current certification review fee for local governments in LEED for Cities is \$8,000.

ELIGIBILITY REQUIREMENTS

The following requirements must be met and demonstrated in the application form:

- Applicant is a United States based local government (e.g. city, town, county).
- If accepted, applicant commits to register their local government by March 31, 2022.
- Applicant has leadership support to actively participate.

USGBC reserves the right to select local governments for the program based on these additional criteria:

- Diverse representation including factors such as geography, economic conditions, land area and population size;
- Sufficient staff resources to complete the data collection necessary for certification;
- Commitment to accelerating action on sustainability and social equity;
- A vision for using certification results to advance solutions and prioritize investments in community-wide sustainability;
- Willingness to be open, transparent, data-driven and address sustainability challenges head-on; and/or
- Location in an area represented by Bank of America.

The selection committee will be comprised of USGBC staff, partners and representatives from our formal stakeholder groups.

SCHEDULE

- Open Call for Applications: January 5, 2022
- Deadline to Apply: February 25, 2022 at 5pm EST

- Decisions Announced: March 11, 2022
- Program Commences: April 1, 2022

APPLICATION INSTRUCTIONS

Please submit the following application package in electronic format only:

- This completed and signed application form (required).
- Letter of endorsement from local government and/or additional letters from relevant public sector, nonprofit, or other community supporters (optional).

The deadline to submit materials is March 9, 2022 by 5:00pm EST.

Application packages should be emailed to cities@usgbc.org with the subject:
Community Name - Application 2022 LFC Sustainability & Equity Accelerator

Application

2022 LEED for Cities Sustainability & Equity Accelerator

PART I: BACKGROUND INFORMATION

Please provide the following background information on the applicant city or county:

- Name of jurisdiction: City of Amesbury, MA
- Population (year): 17,366 (2020)
- Median household income (year): \$81,309 (2019)
- Land area (acres): 13.7 square miles (12.3 square miles is land and 1.5 square miles is water)
- Highest ranking elected official (name and title): Mayor Kassandra Gove
- Primary contact for application:
 - Name and title: Angela Cleveland, Director of Office of Community and Economic Development
 - Email address: clevelanda@amesburyma.gov
 - Phone number: 978-388-8110, x500
 - Mailing address: 39 South Hunt Road, Amesbury, MA 01913
- Jurisdiction's website and any relevant social media pages:
www.amesburyma.gov, [City of Amesbury | Facebook \(1\)](#) [City of Amesbury: My Company | LinkedIn](#) Twitter: @CityofAmesbury
- Date of last Community-wide GHG Inventory: We are conducting a Community-wide GHG Inventory in 2022.

PART II: APPLICATION INFORMATION

Please answer the following questions (in 1 to 2 paragraphs per question):

1. Why does your city or county want to pursue certification in LEED v4.1 for Cities? Through our I AMesbury 2030 Initiative (Master Plan) we have heard time and again that creating a more equitable, sustainable community is of utmost importance. In fact, it was so important that we equity, sustainability and health are our lenses for the Master Plan. All of the actions that come out of the Master Plan process will be run through these three lenses. We feel LEED v4.1 will be an incredible compliment and be the proof that we are committed by participating in this process.
2. What are your jurisdiction's top three sustainability related priorities?

- Preserve and protect open space for our residents/visitors, for habitat and natural resources protection, and to increase our community resilience and reduce impacts of climate change (i.e., flooding, extreme storms, and high heat)
- Create housing that is affordable and accessible for all ages
- Maintain fiscal viability while providing top notch, responsive core municipal services

3. How will you utilize LEED for Cities to demonstrate leadership and progress on those priorities?

While I believe there may be several methods of demonstrating leadership and progress on our priorities, the City will use our I AMesbury 2030 Initiative and the site where it is located ([I AMesbury 2030 Master Planning Initiative](#)) to show progress in achieving our primary sustainability goals. We have regular pop-up events, a monthly blog, and other regular outreach where we can promote our ongoing progress.

4. Do you expect to connect your work on LEED certification with other planning processes or initiatives over the next year? If so, please share.

Definitely! I AMesbury 2030 Master Plan Initiative is the primary planning process that will run parallel with our LEED certification process. Please see above for the link to this initiative, which includes our Elements, lenses, Task Force work and other important connections.

5. What challenges, if any, do you anticipate tied to your participation in the 2022 LFC Sustainability & Equity Accelerator?

The primary challenge (which is surmountable!) I anticipate is ensure that we are starting from a common definition of sustainability as it pertains to this effort. We have noticed that people have various definitions of sustainability (i.e., “green”) so we want to encourage a common foundation to work from.

6. Who will be the core members of your project team and what roles and responsibilities will they have?

Core members of this project team will be:

- Angela Cleveland, AICP – Project Manager, organize meetings, attend trainings, coordinate with 2022 LFC staff, promote participation to other planning peers in the state
- Mayor Cassandra Gove – attend/participate in meetings, provide strategic direction, communicate this effort and the importance to municipal leadership and her elected official peers throughout Massachusetts

- Nipun Jain – Planning Director. Attend meetings, provide comprehensive planning perspective, historical knowledge, liaison between Planning Board and project team
- I AMesbury 2030 Initiative Task Force member – attend meetings, liaison between Task Force and project team
- Energy Committee member – attend meetings, liaison between Energy Committee and project team

7. Describe buy-in for certification from: elected and appointed officials, senior management, community-based organizations, and/or civic leaders.

There is a lot of support for sustainability-related initiatives in the City. While our Energy Committee deals primarily with energy use consumption and reduction, they recognize that their work is part of a larger sustainability framework. Our Mayor, as mentioned above, is very supportive of this certification process and will work with the City Council and municipal leadership to ensure this process is part of our budgeting and operations. She has already laid the foundation for this type of planning and implementation through our I AMesbury 2030 Initiative. She will use that effort as a springboard, to maintain the same support for LEED certification from municipal and community-based stakeholders throughout the City.

8. In order to certify, local governments must meet certain prerequisites. Please review this [data collection worksheet](#) and confirm that your jurisdiction has access to data to submit on each of the 14 indicators included in the LEED v4.1 for Cities and Communities: Existing performance prerequisites. The rating system, scorecard and guide are accessible [here](#) for additional information.

We confirm that we have access to most of this data except the Community-wide GHG Inventory.

9. Speak to your local government's social equity efforts tied to sustainability, including any challenges or barriers you may have faced / or are currently facing related to advancing the work.

In 2020, Mayor Gove formed an Equity and Inclusion Design Team to develop and oversee a process to identify and recommend solutions to the key systemic racism issues impacting Amesbury residents. Our Team included a wide variety of members representing age, race, and gender. Group discussion and topics have included:

- Defining and better understanding racial inequity.
- Understanding how people experience discrimination.
- Identify ways in which we can be more equitable as a community.
- Coming together as a team regarding a shared lens and language being used for this process.

- Identifying the data needed to learn more about equity and inequity in Amesbury.
- Identifying the numerous and varying stakeholders who are affected by racial inequity in Amesbury.
- Agreeing on the first actionable step to be taken in the community.

Based on the recommendations of the Design Team and with Mayor Gove's vision, the City is working to implement the following initiatives:

- Mayor Gove hired the City's first Human Resources Coordinator, who is updating our hiring practices and expanding recruitment methods to diversify our candidate pool.
- Equity and Inclusion training for all City Department Heads, working to educate our leaders on creating and nurturing teams who are diverse, open and inclusive.
- Educating and creating a diverse team means they will be able to better serve everyone in our community.
- Creating Employee Resources Groups (ERGs), including one for Equity and Inclusion, where City staff can come together and be actively involved in policy, process and outreach to the community.

The biggest challenge that we have so far is finding funding to help support some of our work that came out of the Design Group. A small amount of funding was allocated to assist in training municipal staff, but we need to continue to allocate funding to support this work.

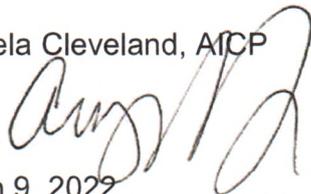
IV. COMMITMENT

By submitting this application to USGBC, I, Angela Cleveland, the manager of (the "Project"), express my intention that the Project, if selected, will pursue certification in LEED v4.1 for Cities. Further, I acknowledge that our participation is conditioned on acceptance of a Program Agreement to be supplied post-selection that will contain among other terms and conditions, the requirement that I acknowledge USGBC in any statements or publications about the program, and permit the Project's name and images to be used for case studies, articles and other materials.

I verify that the information in this application is true to the best of my knowledge.

Name: Angela Cleveland, AICP

Signature:



Date: March 9, 2022