

# SUSTAIN *Louisville*

## 2014 PROGRESS REPORT



ENERGY



ENVIRONMENT



TRANSPORTATION



ECONOMY



COMMUNITY



ENGAGEMENT

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GREG FISCHER, MAYOR

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## LETTER FROM THE MAYOR

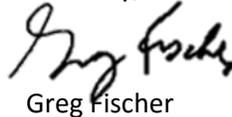
Dear Citizens:

Louisville has continued to make progress on our goal to create a more sustainable Louisville using the framework of our first-ever sustainability plan released in March 2013. The 2014 Sustain Louisville Progress Report highlights our successes and innovations towards achieving our core goals over the past year.

In 2014, we completed Louisville's first urban tree canopy assessment. The STAR Communities Sustainability Rating System helped us to identify our communities' strengths and weaknesses in comparison to a set standard. While we were busy assessing our baseline in some areas, we made progress in others. Public private partnerships also helped us make strides in 2014. An innovative waste reduction program was piloted in the Central Business District, successfully increasing landfill diversion rates 65% in the first nine months of the program. The Louisville Sustainability Council, the Louisville Zoo and the Office of Sustainability co-hosted the city's first Sustainability Summit, engaging nearly 200 participants in January 2014.

Community members, local businesses and civic entrepreneurs contributed to the many accomplishments in 2014. I look forward to increased citizen involvement in projects that help make a more sustainable Louisville.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Fischer".

Greg Fischer

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## EXECUTIVE SUMMARY

The Sustain Louisville 2014 Progress Report documents Louisville's achievements toward the goals and initiatives set forth in the city's first comprehensive sustainability plan, Sustain Louisville. Released in March 2013, Sustain Louisville identified citywide sustainability goals and initiatives under six focus areas: Energy, Environment, Transportation, Economy, Community and Engagement. The Office of Sustainability coordinates the city's priorities and actions relative to achieving these goals through its mission to promote environmental conservation, the health, wellness and prosperity of our citizens and to create a culture of sustainability in the community.

Sustain Louisville uses a "triple bottom line approach," which recognizes the interconnectivity of

people, prosperity and the planet. The objectives of Sustain Louisville incorporate this approach by promoting and prioritizing social, economic and environmental sustainability goals and initiatives.

During 2014, the Office of Sustainability engaged many community partners in advancing citywide sustainability efforts. By leveraging the commitment of Louisville's citizens, the Office of Sustainability created the foundation for a comprehensive approach to a creating a more sustainable city, and together, the community continued progress toward achieving the Sustain Louisville goals.

### 2014 Key Successes

- The Office of Sustainability partnered with the Louisville Sustainability Council (LSC) and the Louisville Zoo, to host the city's first Sustainability Summit to engage citizens in helping to attain the goals in Sustain Louisville.
- The Office of Sustainability and the Louisville Sustainability Council, with support from many community partners, completed the Sustainability Tools for Assessing and Rating (STAR) Communities program. Louisville received a 4-STAR Community Rating in 2015.
- Louisville was ranked 25<sup>th</sup> on the U.S. Environmental Protection Agency's (EPA) 2014 list of Top Cities with the most ENERGY STAR certified buildings.
- The Office of Sustainability and Brightside partnered to develop and launch the Green Living Neighborhood Certification program, which has been recognized by the U.S. Conference of Mayors.
- Director of Sustainability Maria Koetter earned the Public Service Award at the 2014 Energy Efficiency Forum.
- The Wet-Dry Recycling Program was successfully piloted in the Central Business District in 46 restaurants, improving landfill diversion rates from 11% to 76% from March to December 2014.
- In May 2014, a yard waste container ordinance was approved that allows only reusable containers, paper yard waste bags and compostable plastic bags for curbside pickup of yard waste.
- Two new car share programs opened to the public in 2014: [Enterprise](#) and [Zipcar](#).
- Plans were announced for the west Louisville FoodPort which will serve businesses that aggregate, distribute, process and store food sourced from our region.
- The city completed its first tree canopy assessment that will provide the basis for future planting locations and strategies.

### SUSTAIN LOUISVILLE OBJECTIVES

1. Protect the environment and reduce Louisville's carbon footprint
2. Ensure the health, wellness and prosperity of all citizens
3. Create a culture of sustainability

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## INTRODUCTION

Louisville Metro Government is pleased to present the Sustain Louisville 2014 Progress Report. This report provides updates on the progress made toward achieving the goals and initiatives identified in the city's first comprehensive sustainability plan, Sustain Louisville (released in 2013) as well as the 2013 Progress Report (released in June 2014). Sustain Louisville plays a vital role in enhancing quality of life in Louisville by setting goals that promote an environmentally sound, vibrant and prosperous future for the community and its citizens. The plan identifies the citywide sustainability goals and initiatives under six focus areas: Energy, Environment, Transportation, Economy, Community and Engagement. Within the six focus areas, goals, initiatives and metrics are identified to achieve the overarching plan objectives. Sustain Louisville is a living document that will evolve

over time as goals are achieved and new goals are identified.

Sustainability is traditionally defined as "meeting today's needs without compromising the ability of future generations to meet their own needs" (Brundtland Commission, 1987). Sustain Louisville is formed around this definition and uses a "triple bottom line approach," which recognizes the interconnectivity of people, prosperity and the planet. The objectives of Sustain Louisville incorporate the triple bottom line approach through its commitment to promoting and prioritizing the social, economic and environmental facets in the Louisville community. Each goal seeks to improve the livelihood and economic position of Louisville's citizens, as well as enhance and protect the natural environment.



The Office of Sustainability's mission is to promote environmental conservation, promote the health, wellness and prosperity of our citizens, and embed sustainability into the culture of the Louisville community.

## SUSTAIN LOUISVILLE 2014 PROGRESS REPORT

Sustain Louisville identifies 17 goals supported by 80 initiatives, all identified as complete, underway, planned (one to three years away) or proposed (four years away or more). In 2014, 11 new initiatives were added, five initiatives changed from planned or proposed to underway and 11 initiatives were completed. This Progress Report describes the methodologies used to track and measure success and completion of the goals and initiatives, if different from the 2013 Progress Report. In some cases, the Office of Sustainability and its partners continue to identify appropriate metrics.

The report is organized into the six focus areas. Within each focus area, key successes are high-

lighted and the goals and initiatives are listed in a table. Metrics, where established, are reported in a "by the numbers" box. New and completed initiatives are described in each focus area section and details are provided for completed and underway initiatives with significant or measurable progress.

As Sustain Louisville is implemented, the Office of Sustainability continually evaluates and considers new opportunities to help achieve the plan goals. In 2014, goals and initiatives requiring further clarification were identified and revised to more clearly align with the Mayor's 21 Strategic Goals and provide greater specificity. Goal and initiative revisions are described throughout the document.

# GOALS

## Sustain Louisville—Goals Summary

FOCUS AREA	GOAL	TARGET DATE
1.0 Energy	1. Decrease per capita energy use citywide 25%	2025
	2. Decrease energy use in city-owned buildings 30%	2018
2.0 Environment	3. Mitigate the risk of climate change impacts	2018
	4. Achieve and maintain National Ambient Air Quality Standards	Ongoing
	5. Improve waterway quality	2024
	6. Divert 90% of solid waste from the landfill	2042
3.0 Transportation	7. Decrease transportation-related greenhouse gas emissions 20%	2020
	8. Reduce vehicle miles traveled 20%	2025
4.0 Economy	9. Provide business opportunities for clean economy organizations and innovators	2020
	10. Promote a comprehensive local food system	2018
5.0 Community	11. Support an equitable distribution of local and healthy foods	2018
	12. Increase access to green space and recreation resources	2015
	13. Incorporate sustainability into the Land Development Code and the Comprehensive Plan	2018
	14. Maintain and expand a robust parks system	Ongoing
	15. Expand green infrastructure incentives citywide	2018
	16. Establish a robust urban tree canopy	2018
6.0 Engagement	17. Engage the community in sustainability practices and principles	Ongoing



## 2014 Key Successes

- Louisville ranked 25<sup>th</sup> on the Environmental Protection Agency’s (EPA) 2014 list of Top Cities with the most ENERGY STAR certified buildings. Thirty-four buildings were newly certified in 2014.
- Louisville placed 10<sup>th</sup> on the EPA’s list of ENERGY STAR Buildings and Plants with the most projects per one million residents.
- The Metro Development Center, located at 444 S. 5<sup>th</sup> Street, received ENERGY STAR certification.
- Three new buildings in the community received U.S. Green Building Council Leadership in Energy and Environmental Design (USGBC LEED) certification – two Gold and one Silver – for a total of 49 in Louisville.

## Goals and Initiatives

### ENERGY

#### GOAL 1. Decrease per capita energy use citywide 25% by 2025

Launch an ENERGY STAR Building Certification Program	Complete
Assess renewable energy incentive programs and legislative options	Underway
Launch a cool and green roof program	Underway
Install a “living laboratory” solar demonstration project	Planned
Establish citywide renewable energy goals and strategies	Planned
Launch an education program to promote energy efficiency and energy conservation	Planned
Launch a green building incentive program	Planned
Require an Energy Star building benchmark disclosure for commercial buildings	Planned
Increase the use of renewable energy technologies in city-owned buildings 50% by 2025	Proposed

#### GOAL 2. Decrease energy use in city-owned buildings 30% by 2018

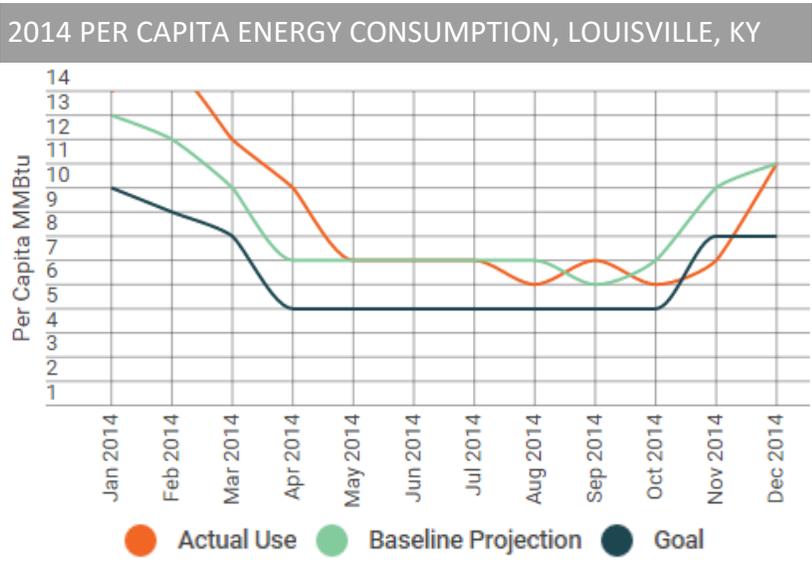
Launch the second energy savings performance contract for city-owned buildings	Completed in 2013
Implement an Energy Management Policy for city-owned buildings	Underway
Identify sustainability goals for city government capital projects	Planned



# 1.0 ENERGY

## PROGRESS ON GOALS AND INITIATIVES

### Goal 1: Decrease per capita energy use citywide 25% BY 2025



Controlling for variations in weather, Louisville’s per capita energy consumption was 2% above baseline projections at 106 million British thermal units (MMBtu) in 2014. Louisville’s 2014 per capita electricity use was 1% below baseline projections, and per capita natural gas use was 4% above baseline projections.

#### BY THE NUMBERS

##### Per Capita Energy Consumption

- Actual—106 MMBtu per capita
- Baseline—104 MMBtu per capita
- Target—78 MMBtu per capita

### Initiative Completed

#### Launch an EPA Energy Star Building Certification Program

The Office of Sustainability and the Louisville Energy Alliance jointly launched a [Free Energy Star Certification Program](#) to help private building owners certify their facilities through ENERGY STAR.

### Initiative Underway

#### Assess renewable energy incentive programs and legislative options

House Bill 404, the Energy Project Assessment District Act, was introduced in the state legislature. The bill allows commercial and industrial building owners to finance renewable energy and energy efficiency projects through an assessment added to their property tax bill. The bill passed in March 2015.

### Goal 2: Decrease energy use in city-owned buildings 30% by 2018

#### BY THE NUMBERS

##### City-owned Building Energy Consumption

- Baseline: 2010
  - 290,094 MMBtu
- Current: 2014
  - 269,005 MMBtu
- Target: FY2018
  - 203,066 MMBtu

Goal 2 addresses energy use for the buildings that are managed by the city’s Department of Facilities and Fleet Management. Energy consumption is tracked using ENERGY STAR’s Portfolio Manager software. Portfolio Manager also provides an energy efficiency rating from 1 to 100 that is the basis for achieving ENERGY STAR certification for eligible buildings. The Office of Sustainability intends to include the energy usage of all Metro-owned facilities in the metric for achieving this goal in 2016.

The baseline, current and target electricity and natural gas consumption data were converted to million British thermal units (MMBtus). From 2010 to 2014, energy consumption in the buildings managed by the Department of Facilities and Fleet Management decreased 7%, from 290,094 to 269,005 MMBtus. In 2016, the data will be evaluated and normalized to account for annual weather variations, which allows for a more accurate year on year comparison of building energy usage.



## 2.0 ENVIRONMENT

### 2014 Key Successes

- Louisville Metro Government and QRS Recycling launched the Wet-Dry Recycling Program in the Central Business District.
- Louisville was featured in a U.S. Environmental Protection Agency (EPA) webcast on urban heat island (UHI) mitigation strategies. Louisville’s UHI project also was covered by nine major news outlets, including Politico and USA Today.
- The Institute for Healthy Air, Water and Soil launched a program to monitor air pollution on a micro-level throughout Louisville.
- The EPA honored the Louisville Metro Air Pollution Control District’s Kentuckiana Air Education (KAIRE) program with a 2014 Clean Air Excellence Award for the Idle Free Louisville campaign. Only two outreach programs nationwide were honored.
- Public Works sold 438 composters, 157 compost turners and 128 compost collection pails to residents at a discounted rate.

### Goals and Initiatives

## ENVIRONMENT

#### GOAL 3. Mitigate the risk of climate change impacts by 2018

Identify and implement climate change adaptation and resilience goals and best practices	Underway
Implement strategies to mitigate the urban heat island effect	Underway
Perform a community-wide greenhouse gas inventory – <b>NEW!</b>	Proposed

#### GOAL 4. Achieve and maintain National Ambient Air Quality Standards – Ongoing

Expand and enhance the city’s Advanced Traffic Management System	Underway
Explore opportunities to fund conversion of fuel used by city heavy-duty fleet vehicles to compressed natural gas	Underway
Form a partnership to implement an alternative fuel and advanced technology vehicle strategy	Planned
Implement an alternative fuel vehicle replacement strategy for the city fleet	Planned
Increase city fleet vehicle biodiesel fuel blend to B10 or greater	Proposed

#### GOAL 5. Improve waterway quality by 2024

Reduce the annual number of sanitary sewer overflows into Louisville’s waterways – <b>NEW!</b>	Underway
Develop a pilot project to restore 10 miles of riparian vegetation	Underway
Launch a program to decrease the amount of impervious surfaces that impact watershed systems	Planned

#### GOAL 6. Divert 90% of solid waste from the landfill by 2042

Launch a food waste compost pilot project in school cafeterias	Complete
Launch a plastic bag ban for residential yard waste	Complete
Promote recycling and food waste composting at all city-sponsored events	Complete
Achieve 90% residential recycling participation by 2025	Underway
Establish partnerships to champion education and awareness campaigns on waste reduction practices	Underway
Increase recycling citywide 25% by 2015	Underway
Pilot to expand recycling for commercial buildings, restaurants, retail stores and multi-tenant apartments	Underway
Launch a residential food waste compost pilot program	Planned
Offer composting, yard waste reduction and recycling workshops	Planned
Expand participation in food waste composting to institutional cafeterias citywide	Proposed
Investigate alternatives to landfill waste disposal practices	Proposed

## 2.0 ENVIRONMENT

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### PROGRESS ON GOALS AND INITIATIVES

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#### Goal 3: Mitigate the risk of climate change impacts by 2018

In partnership with the city's Emergency Management Agency and the University of Louisville Center for Hazard Research, the Office of Sustainability applied for the Rockefeller Foundation's 2014 round of the 100 Resilient Cities Challenge. Although Louisville did not receive the grant, the data compiled for the application is a starting point for a city resilience profile and development of a climate adaptation task force.

#### Initiatives Underway

##### Identify and implement climate change adaptation and resilience goals and best practices

An update to the Multi-Hazard Mitigation Plan is underway and will be released in 2016. The document includes a Five-Year Action Plan that lists projects to address risks from flooding, extreme heat, droughts and other large storms or hazards.

##### Implement strategies to mitigate the urban heat island effect

Dr. Brian Stone from Georgia Institute of Technology began [Louisville's urban heat island study and heat mitigation plan](#), which will be released in 2016.

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#### Goal 4: Achieve and maintain National Ambient Air Quality Standards – Ongoing

Louisville was designated by the EPA as nonattainment for the new 12  $\mu\text{g}/\text{m}^3$  fine particulate standard (also called  $\text{PM}_{2.5}$ ) and was still designated as nonattainment for the 15  $\mu\text{g}/\text{m}^3$  standard, though a redesignation request was pending as of December 2014. A portion of Jefferson County was also designated as nonattainment for the sulfur dioxide ( $\text{SO}_2$ ) standard of 0.75 parts per million (ppm). While monitors in Louisville indicate that the area is meeting requirements for both  $\text{PM}_{2.5}$  standards, we lack the full three years of data needed to be designated attainment. The Air Pollution Control District (APCD) is working with the EPA and the Kentucky Division for Air Quality (DAQ) to resolve this disparity between the area's designation and our existing ambient air quality. APCD is also working with the DAQ to submit an Attainment Demonstration to the EPA for the sulfur dioxide nonattainment area. This submittal will show the steps that the area is taking to ensure attainment of the standard by October 2018.

#### Initiatives Underway

##### Expand and enhance the city's Advanced Traffic Management System

Public Works developed a pilot program to wirelessly coordinate and retune traffic signals to reduce delays, fuel consumption and vehicle emissions in the Fern Creek area. Public Works also began a project to integrate city- and State-owned traffic signals into one central system.

##### Explore opportunities to fund conversion of fuel used by city heavy-duty fleet vehicles to compressed natural gas

The city received a Congestion Mitigation and Air Quality grant to purchase two compressed natural gas (CNG) garbage trucks.

## 2.0 ENVIRONMENT

### Goal 5: Improve waterway quality by 2024 (Formerly by 2015)

#### BY THE NUMBERS

##### Number of Stream Segments on the 303(d) List

Baseline: 2010 — 86

Most Recent Data: 2012 — 84

Target: 2024 — 78

The EPA maintains a list of lakes, stream segments and rivers that do not meet one or more water quality standards as required by section 303(d) of the Clean Water Act (CWA). The Kentucky Division of Water oversees water quality in Kentucky and reports on the health of those waterways to the EPA every two years. Between 2010 and 2012, two stream segments totaling 30 miles were removed from the 303(d) list. Louisville currently has 84 stream segments that do not meet the CWA standards and has set the goal of decreasing the number of segments to 78 by 2024. This metric was set in partnership with the Metropolitan Sewer District (MSD).

### Initiatives Underway

#### Reduce the annual number of sanitary sewer overflows (SSOs) into Louisville’s waterways – NEW!

#### BY THE NUMBERS

##### Number of Annual SSOs

Baseline: 2011 — 786

Current: 2014 — 418

Target: 2024 — 0

MSD is enacting a long-term plan to reduce the number of SSOs from Louisville’s sewer system. The separate sewer system located mainly outside the Urban Services District – the old city/county boundary - was designed and sized to collect rainwater and sewage in separate pipes. SSOs occur when heavy rains overload the sewer system through infiltration, illicit connections (sewer pumps), and inflows. During heavy rains, excess sewage flows into our waterways, decreasing the health of our lakes, streams and rivers. In 2014, MSD reduced the number of SSOs from 786 to 418 over the 2011 baseline.

#### Develop a pilot project to restore 10 miles of riparian vegetation

The Beargrass Creek Trail Committee began actively working on [a plan to design the missing section of the Beargrass Creek Trail](#) between Waterfront Park and Spring Street, which would establish an off-road hike and bike trail along the banks of the Beargrass Creek connecting Cherokee Park to Waterfront Park. The plan will include an evaluation of strategies to improve water quality and wildlife habitat along 1.6 miles of the creek. The Committee submitted a funding proposal to the Army Corps of Engineers, which is interested in the planning and restoration aspects of the project.

### Goal 6: Divert 90% of solid waste from the landfill by 2042

#### BY THE NUMBERS

##### Jefferson County Solid Waste Diversion Rate

Baseline: 2008-2011 Average — 48.7%

Current: 2011-2014 Average — 52.5%

Target: 2042 — 90.0%

The percentage of waste materials diverted from the landfill has increased 3.8 percentage points since the 2008-2011 rolling average baseline. The metric measures materials generated from all sources including residential, commercial and industrial sectors.

### Initiatives Completed

#### Launch a food waste compost pilot project in school cafeterias

Cane Run Elementary and Portland Elementary are collecting cafeteria food waste that is transported to a compost facility. Fern Creek High School and the Chance School now collect a portion of their food waste and compost it onsite for use in school gardens. The programs are being considered for transition to the [Wet-Dry Recycling Program](#).

## 2.0 ENVIRONMENT

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### Launch a plastic bag ban for residential yard waste

In May 2014, the Louisville-Jefferson County Waste Management District Board of Directors approved the [Yard Waste Container Ordinance](#) to stop the use of non-compostable plastic bags for yard waste collection beginning January 1, 2015. Only reusable containers, paper yard waste bags and compostable plastic bags are permitted. A campaign began in October 2014 to [educate and inform citizens about the ordinance](#) and proper use of bags for yard waste.

### Promote recycling and food waste composting at all city-sponsored events

A new policy was implemented in 2014 that requires all events licensed through Codes and Regulations to have a recycling plan and provide recycling containers at a 1:1 ratio with landfill-bound waste containers. To support the new policy, the city released a [Special Event Recycling Guide](#), which explains recycling requirements and best practices.

## Initiatives Underway

### Achieve 90% residential recycling participation by 2025

#### BY THE NUMBERS

##### Diversion Rate

Baseline: 2008-2011 Average — 24.0%

Current: 2011-2014 Average — 31.5%

Target: 2042 — 90.0%

Recycling participation in the suburban areas of Jefferson County has increased 7.5 percentage points over the 2008-2011 rolling average baseline.

### Establish partnerships to champion education and awareness campaigns on waste reduction practices

In 2014, Solid Waste Management Services (SWMS) partnered with Metro agencies and private companies to offer a compost bin and rain barrel sale, develop [a yard waste and compost video](#), educate about the new Wet-Dry Recycling Program in the Central Business District and inform citizens about the new Yard Waste Container Ordinance, which went into effect on January 1, 2015.

### Increase recycling citywide 25% by 2015

#### BY THE NUMBERS

##### Recycling Rate

Baseline: 2008-2011 Average — 21.9%

Current: 2011-2014 Average — 26.5%

Target: 2015 — 27.4%

Residential and commercial recycling rates have increased 20.9%, which equates to 4.58 percentage points since the 2008-2011 rolling average baseline.

### Pilot to expand recycling for commercial buildings, restaurants, retail stores and multi-tenant apartments

The [Wet-Dry Recycling Program](#) was launched in the Central Business District (CBD) in March 2014. The CBD includes offices, restaurants, retail stores and apartments. The program introduced food waste collection and composting for 46 restaurants and has increased landfill diversion rates from an 11% baseline in March to 76% in December. This is the only known Wet-Dry program in the region.



# 3.0 TRANSPORTATION

## 2014 Key Successes

- After [Move Louisville](#)'s initiation in 2013, the project neared completion in 2014. The final report will be finalized and released for public comment in 2016.
- The city completed a [Downtown Multimodal Transportation Survey](#) to examine the transportation habits and factors influencing transportation choices of the working population in the Central Business District.
- The National Highway Traffic Safety Administration awarded Louisville a \$307,000 grant to increase education and enforcement activity in an effort to improve safety for pedestrians crossing streets.
- Two new car share programs opened to the public in 2014: [Enterprise](#) located at the University of Louisville and [Zipcar](#) located at the Brown Hotel downtown.
- The Indiana side of the Big Four Bridge opened.
- The Seneca Loop Extension shared-use recreation path was completed, adding 2.5 miles to an existing 1.5 mile path around Seneca Park and Bowman Field.
- Falls City Community Bikeworks opened to teach and perform bicycle maintenance and repair. The shop offers tools, parts and classes to members.
- The Clay Commons Parking Garage was cited as a Beta Green Garage Site by the Green Parking Council. Clay Commons was one of 55 parking garages in the world to receive this honor.

## Goals and Initiatives

### TRANSPORTATION

#### GOAL 7. Decrease transportation-related greenhouse gas emissions 20% by 2020

Identify sustainability goals for the strategic multimodal transportation plan and the Metropolitan Transportation Plan that promote transit-oriented development	Underway
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#### GOAL 8. Reduce vehicle miles traveled 20% by 2025

Increase bicycle facilities by 40 lane miles within three miles of the Central Business District	Complete
Investigate feasibility of car share and ride share programs	Complete
Achieve Gold Level Bicycle Friendly Community Status with the League of American Bicyclists	Underway
Increase bicycle ridership 100% from 2012 levels	Underway
Increase TARC ridership 25%	Underway
Launch a bike share program	Underway
Reduce identified gaps in Louisville's sidewalk network – <b>NEW!</b>	Planned

## PROGRESS ON GOALS AND INITIATIVES

### Goal 7: Decrease transportation-related greenhouse gas emissions 20% by 2020

#### BY THE NUMBERS

##### GHGs from Transportation-Related Sources

Baseline: 2006 — 4.0M tons CO<sub>2</sub>e

Current: 2015\* — 4.3M tons CO<sub>2</sub>e

Target: 2020 — 3.2M tons CO<sub>2</sub>e

\*2015 is listed as the current year to align with the three year reporting timeline. Results are estimated using data projections.

APCD updated its model for calculating transportation-related greenhouse gas (GHG) emissions, resulting in updated data for the 2006 baseline and the 2020 target. The data includes on-road and non-road (e.g., airplanes, tractors, lawn mowers) sources. Data will be reported every three years for this goal because discernable differences are not expected from year to year.

## 3.0 TRANSPORTATION

### Initiative Underway

Identify sustainability goals for the strategic multimodal transportation plan and the Metropolitan Transportation Plan that promote transit-oriented development

Through a public input process, a set of seven goals were selected to guide Move Louisville. Environmental Sustainability, Connectivity Choices and Safety and Health are included in the goal topics. The plan also proposes redevelopment nodes along key transit corridors.

### Goal 8: Reduce vehicle miles traveled 20% by 2025

#### BY THE NUMBERS

##### Daily Vehicle Miles Traveled in Louisville

Baseline: 2006 — 19,666,000

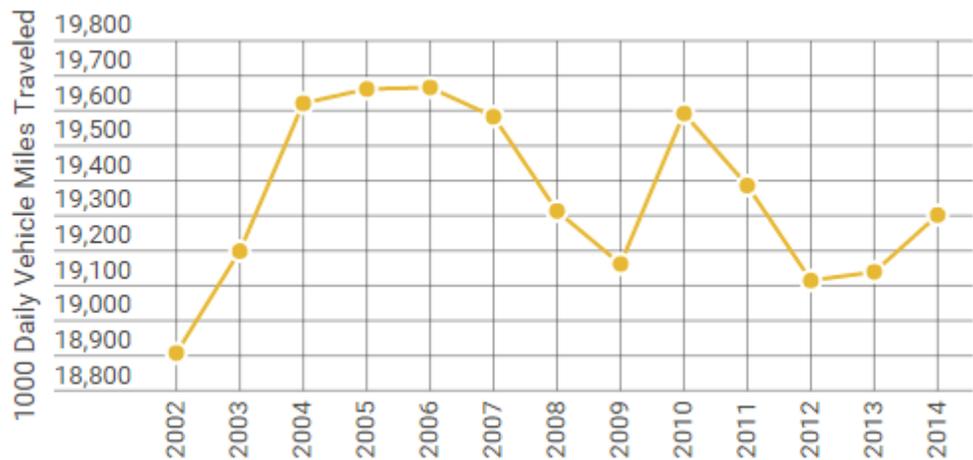
Current: 2014 — 19,302,000

Target: 2025 — 15,733,000

In 2014, Louisville drivers reduced their daily travel by 1.9% over the 2006 baseline. Data for this goal is collected from the Kentucky Department of Transportation.



TRAFFIC IN LOUISVILLE



### Initiatives Completed

Increase bicycle facilities by 40 lane miles within three miles of the Central Business District

#### BY THE NUMBERS

##### Bicycle Facilities within Three Miles of the Central Business District

Baseline: 2012 — 20 miles

Current: 2014 — 80 miles

Target: 2019 — 60 miles

Public Works completed this initiative in 2014 with the addition of 25 new lane miles, bringing the total to 80 miles of bicycle facilities within the CBD. A new goal is being evaluated at this time.

Investigate feasibility of car share and ride share programs

Enterprise CarShare and Zipcar announced programs in Louisville. Enterprise opened its University of Louisville program to the public and Zipcar placed two vehicles at the Brown Hotel in the Central Business District.

## 3.0 TRANSPORTATION

### Initiatives Underway

#### Achieve Gold Level Bicycle Friendly Community Status with the League of American Bicyclists

In an effort to improve its Bronze level Bicycle Friendly Community Status to Gold, Public Works increased the number of bicycle lane miles and partnered with other organizations to open the Big 4 Bridge, hosted Louisville’s first winter Bike to Work Day, completed a [Downtown Multimodal Transportation Study](#) and expanded [Bike Sense](#). As a result of these efforts, Louisville was named a Silver Bicycle Friendly Community in spring 2015.

#### Increase bicycle ridership 100% from 2012 levels

##### BY THE NUMBERS

##### Percent of the Population Commuting by Bicycle

Baseline: 2012 — .28%

Current: 2013\* — .30%

Target: 2025 — .56%

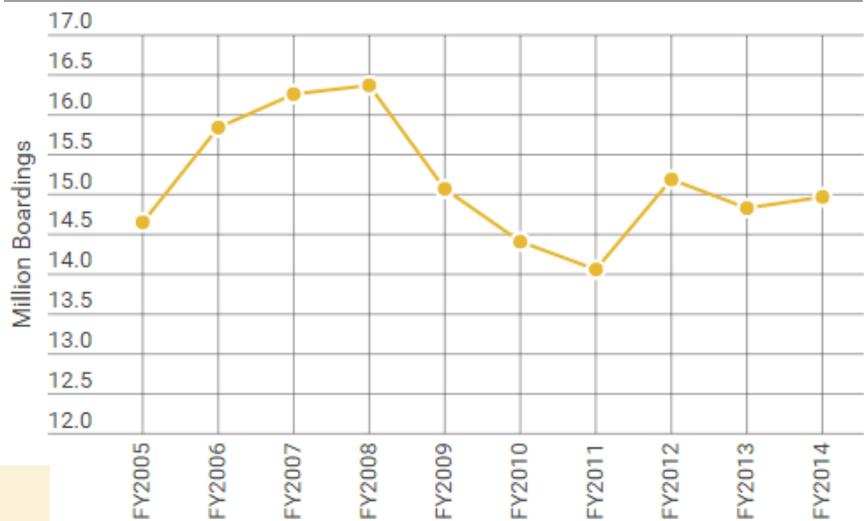
\*2013 is listed as the current year because 2014 data is not yet available through the U.S. Census’ American Community Survey.

From 2012 to 2013, bicycle ridership increased by 7.0% or 0.3 percentage points over the 2012 baseline. Public Works conducted its first [Downtown Multimodal Transportation Survey](#) to examine the commuter habits of working individuals traveling into downtown Louisville. Of the nearly 1,000 individuals that responded, 33 (3.4%) reported riding a bicycle to work during nice weather.

#### Increase TARC Ridership 25%

TARC ridership increased 0.9% from FY13 to FY14, from 14.83 million to 14.97 million boardings, a 4% increase over the 2010 baseline. During FY14, TARC completed a major fleet upgrade with 11 new hybrid-electric buses and 21 new eTran (Enhanced Transit) commuter coaches while maintaining the existing level of service and meeting demand with limited resources.

##### TARC RIDERSHIP



##### BY THE NUMBERS

##### Persons Riding TARC Buses

Baseline: FY2010 — 14.41 million

Current: FY2014 — 14.97 million

Target: FY2025 — 18.01 million

#### Launch a bike share program

Public Works hired a contractor to create a business plan for Louisville’s first bike share program. Forty station locations have been identified and introduced to the public for review. A public meeting about the program was held in December 2014.



# 4.0 ECONOMY

## 2014 Key Successes

- The city and Seed Capital Kentucky, Inc., a local non-profit focused on growing the local food economy and supporting regional farmers, announced plans for the west Louisville FoodPort. The FoodPort will serve businesses that aggregate, distribute, process and store food sourced from our region.
- The city awarded one \$988,000 brownfield remediation loan, two agribusiness loans totaling \$165,060 and \$426,925 in energy efficiency loans. The 2014 loans, among other projects, will fund energy efficiency initiatives in the former Goss Avenue Antique Mall and an additional 205 solar panels on the Butchertown Market.

## Goals and Initiatives

### ECONOMY

#### GOAL 9. Provide business opportunities for clean economy organizations and innovators by 2020

Provide opportunities for the adaptive reuse of brownfields	Underway
Increase the number of businesses actively engaged in greening their operations 20% by 2018 –NEW!	Planned
Establish a Green Workforce Advisory Team	Planned
Establish Green Districts to promote and leverage existing green technology efforts	Planned
Launch a clean economy business plan contest	Planned
Research best practices for green business incentive programs	Planned

#### GOAL 10. Promote a comprehensive local food system by 2018

Incorporate Urban Agriculture Guidance in 2013 Land Development Code Amendments	Completed in 2013
Promote opportunities for community and market gardens on vacant and abandoned properties	Complete
Conduct a study of local food production – NEW!	Underway
Incentivize five small businesses processing Kentucky-raised foods to locate in the Portland neighborhood – NEW!	Underway
Open the west Louisville FoodPort by 2017 – NEW!	Underway
Provide education and direct marketing/purchasing support for farmers and businesses working with local food – NEW!	Underway
Support and expand the institutional use of local food	Underway

## PROGRESS ON GOALS AND INITIATIVES

### Goal 9: Provide business opportunities for clean economy organizations and innovators by 2020 (Formerly – Provide business opportunities for clean economy organizations and innovators and develop a qualified workforce to support it by 2015)

In 2014, the Office of Sustainability began meeting with community partners to develop ideas for meeting this goal.

#### Initiative Underway

##### Provide opportunities for the adaptive reuse of brownfields

In 2014, the city used U.S. EPA funds to plan for the use of brownfields located in the Germantown/Shelby Park corridor, Develop Louisville conducted community outreach and completed an updated brownfield inventory and report for the 18th Street corridor, and one new loan was awarded to fund remediation at a property in the Park Hill Industrial corridor.

## 4.0 ECONOMY

**Goal 10: Promote a comprehensive local food system** (Formerly – Expand the local food system 20% by 2018)

The city obtained two additional years of funding for the Louisville Farm to Table Program, granted three loans to businesses located in the Portland neighborhood that process Kentucky-raised foods, partnered with two entities to administer a survey on regional local food production and supported the FoodPort project that will help satisfy the \$300 million in unmet demand for local food.

### Initiative Completed

#### **Promote opportunities for community and market gardens on vacant and abandoned properties**

In addition to publishing [a citizen’s guide to developing a community or market garden in Louisville](#), the city partnered with the University of Louisville’s Center for Environmental Policy and Management and the Jefferson County Cooperative Extension Office to promote safe urban gardening to a wide variety of community groups. The city also published three process maps on [how to buy a vacant lot](#), [how to buy a side yard](#), and [how to buy a Metro structure](#) to help individuals acquire vacant or abandoned land for urban agriculture. Furthermore, [one of the winners of the Lots of Possibility Project](#) cultivated plants to create dyes for natural textiles production. More information about purchasing vacant land from the city is available on the [Vacant and Public Property Administration website](#).

### Initiatives Underway

#### **Conduct a study of local food production – NEW!**

This initiative will build on previous data collection efforts that studies 22 counties surrounding Louisville to better understand how much food is produced regionally and how to support farmers interested in producing more local food to satisfy the demand. The survey was administered by the Kentucky Center for Agriculture and Rural Development.

#### **Incentivize five small businesses processing Kentucky-raised foods to locate in the Portland – NEW!**

##### **BY THE NUMBERS**

Number of new businesses launched in Portland — 3  
New jobs expected from new Portland businesses — 27

This initiative will create jobs and revitalize industrial buildings in an up-and-coming area of Louisville and will enhance our region’s local food economy. In 2014, the city awarded more than \$450,000 in loans to Portland businesses processing local foods, funding the development of a coffee bar and bakery, commercial gelato production and a micro-distilling and visitors’ center.



#### **Open the west Louisville FoodPort by 2017 – NEW!**

The west Louisville FoodPort will help satisfy unmet demand for local food by bringing together a diverse mix of new and existing businesses that can share resources and build operational capacity to aggregate, store, process, distribute and sell local food. In 2014, future tenants committed to locating in the FoodPort, a Community Council was established to receive input from stakeholders and the public, and the project received approximately \$2 million in donations to support design and initial construction.

## 4.0 ECONOMY

**Provide education and direct marketing/purchasing support for farmers and businesses working with local food – NEW!**

The [Louisville Farm to Table Program](#) hosted a Farm to Campus conference that focused on promoting the use of local food in college and university dining services, and two events that promoted the use of whole animals to maximize economies for buyers and profits to farmers.

### **Support and expand the institutional use of local food**

Funding was secured to hire additional staff to support marketing, institutional purchasing and educational programming through Louisville Farm to Table. Two full-time positions are funded for two years.

### **BY THE NUMBERS**

#### **Institutional local food purchasing**

Baseline: 2012

- \$954,945

Current: 2014

- \$1,298,361

Target: 2025

- Continual growth

#### **Number of farmers/businesses supported**

Baseline: 2012

- 150

Current: 2014

- 420

Target: 2025

- Continual growth





# 5.0 COMMUNITY

## 2014 Key Successes

- The city completed its first Urban Tree Canopy Assessment.
- Sixty porous pave tree wells were installed in the Central Business District.
- The Olmsted Parks Conservancy received a \$500,000 grant for restoration projects in west Louisville.
- The Louisville Metro Housing Authority received a \$31,000 grant to secure Leadership in Energy and Environmental Design (LEED) certification for Neighborhood Development at Sheppard Square.
- Public Works sold more than 450 rain barrels to citizens at a discounted rate.
- The Lots of Possibility competition awarded \$15,000 and a vacant lot for permanent use to two winners and a one-year renewable lease on a vacant lot and \$4,000 to two additional winners.

## Goals and Initiatives

### COMMUNITY

#### GOAL 11. Support an equitable distribution of local and healthy foods by 2018

Expand the use of electronic benefit transfer mobile readers to three farmers markets	Completed in 2013
Develop a step-by-step guide for citizen engagement in urban agriculture	Complete
Expand the use of electronic benefit transfer mobile readers by at least six additional farmers markets or local food retail outlets – <b>NEW!</b>	Underway
Open three new farmers markets or local food retail outlets in underserved areas of the community	Underway
Identify strategies to incentivize grocers to offer healthy food	Planned

#### GOAL 12. Increase access to green space and recreation resources by 2015

Install 10 Mayor’s Miles locations	Underway
Provide out-of-school nature-based recreation for six schools	Underway

#### GOAL 13. Incorporate sustainability into the Land Development Code and the Comprehensive Plan by 2018

Establish priority sustainability components to include in the Land Development Code and Comprehensive Plan	Underway
Identify standard sustainability elements to include in all small area, corridor and neighborhood plans	Underway
Implement a green pilot project from the SoBro Neighborhood Plan	Underway

#### GOAL 14. Maintain and expand a robust parks system - Ongoing

Acquire 4,000 acres of park land and conservation easements	Underway
Increase the acreage of natural areas land under active management 25%	Underway

#### GOAL 15. Expand green infrastructure incentives citywide by 2018

Identify green infrastructure best practices and launch an incentive program	Complete
Provide incentives to increase the amount of captured impervious area by 1 million square feet – <b>NEW!</b>	Planned

#### GOAL 16. Establish a robust urban tree canopy by 2018

Complete planting of 10,000 trees	Completed in 2013
Complete an urban tree canopy analysis and establish tree-planting goals	Complete
Complete planting of 5,000 trees in 2014	Complete
Establish community partnerships to implement strategies to mitigate the UHI effect	Underway
Update the Land Development Code to better support the growth and protection of Louisville’s tree canopy	Underway
Increase the tree canopy to 45% land coverage – <b>NEW!</b>	Planned

## 5.0 COMMUNITY

### PROGRESS ON GOALS AND INITIATIVES

#### Goal 11: Support an equitable distribution of local and healthy foods by 2018

(Formerly – Increase access to healthy foods 10% by 2018)

Two new food access points opened in 2014 and the city received a USDA Farmers Market Promotion Program Grant to increase universal access to farmers' market vendors for SNAP recipients.

#### Initiative Completed

##### Develop a step-by-step guide for citizen engagement in urban agriculture

The city released "[Community Gardens in Louisville: a Start-Up Guide](#)". The document provides guidance for citizens interested in developing a new community or market garden.

#### Initiatives Underway

##### Expand the use of electronic benefit transfer mobile readers to six additional farmers markets or local food retail outlets – NEW!

###### BY THE NUMBERS

###### Number of markets with EBT readers

Baseline: 2014 — 13

Target: 2025 — 20

The city received the Farmers Market Promotion Program Grant that is helping to fund the expansion of electronic benefit transfer (EBT) access to Louisville farmers' markets.

##### Open three new farmers markets or local food retail outlets in underserved areas of the community

###### BY THE NUMBERS

###### Number of new farmers markets and local food retail outlets

Current: 2014 — 2

Target: 2025 — 3

A new farmers market opened at the People's Garden on Northwestern Parkway. The Thoroughbred Nutrition Kitchen (TNK), a mobile fresh food truck, was launched in partnership with Farm Credit Mid America, YouthBuild Louisville and Kentucky State University. The TNK is located in the Smoketown neighborhood and sells fresh produce sourced from urban and rural farmers.

#### Goal 12: Increase access to green space and recreational resources by 2015

In 2014, Metro Parks concentrated on the West Louisville Outdoor Recreation Initiative, the recreation component of its [Engaging Children Outdoors](#) (ECHO) program. Metro Parks developed additional recreational infrastructure, including canoe launches and trail projects at Chickasaw Pond and the Shawnee Outdoor Learning Center.



## 5.0 COMMUNITY

### Initiatives Underway

#### Install 10 Mayor's Miles locations

Three Mayor's Miles locations were installed at Baptist Health and one was installed at Hosparus.

#### BY THE NUMBERS

##### Number of Mayor's Miles

Baseline: 2012 — 20

Current: 2014 — 29

Target: 2015 — 30

#### Provide nature-based education for six schools and increase out-of-school-time opportunities

#### BY THE NUMBERS

##### Number of school children served

Baseline: 2014 — 343

Target: 2015 — 400

In 2014, Metro Parks nearly completed its goal to secure funding for a sixth school in the education portion of its [Engaging Children Outdoors](#) (ECHO) program, which works with children who otherwise have little access to nature. Funding was obtained to expand out-of-school-time opportunities for youth in 2015 and to develop a master plan for the Shawnee Outdoor Learning Center.

### Goal 13: Incorporate sustainability into the Land Development Code and the Comprehensive Plan by 2018 (Formerly by 2015)

Several sustainability-focused amendments to the Land Development Code (LDC) were identified and recommended to Metro Council.

### Initiatives Underway

#### Establish priority sustainability components to include in the Land Development Code & Comprehensive Plan

In 2014, three changes to the Land Development Code were recommended to Metro Council. Recommendations included restrictions on tree removal, creating incentives for reducing parking-space requirements and on-site stormwater management, and for sites located close to public transit routes.

#### Identify standard sustainability elements to include in all small area, corridor and neighborhood plans

The Highview Neighborhood Plan was identified to serve as a pilot for incorporating draft sustainability standards developed by the city. Develop Louisville intends to evaluate the pilot results for inclusion into Chapter 161 of the Neighborhood Plan Ordinance.

#### Implement a green pilot project from the SoBro Neighborhood Plan

Following the city's participation in Portland State University's Urban Sustainability Accelerator program, which focused on piloting SoBro Louisville as an EcoDistrict, SoBro Louisville, the revamped neighborhood association, adopted a commitment to integrate sustainability elements into its neighborhood efforts. It became Louisville's first idle free neighborhood, hosted an event to paint the crosswalks on 4th Street and successfully crowd-sourced the necessary funds to install an artistic bus stop on the corner of Kentucky and 4th Streets.

### Goal 14: Maintain and expand a robust parks system – Ongoing

Louisville Metro Parks expanded Jefferson Memorial Forest (JMF) and received funds to purchase additional lands adjacent to the park in 2015. In addition, ecological restoration projects began at two sites and additional funding was received to support active land management efforts.

## 5.0 COMMUNITY

### Initiatives Underway

#### Acquire 4,000 acres of park land and conservation easements

Louisville Metro Parks expanded JMF by 36 additional acres in 2014 and received \$595,000 in grant funding to purchase properties adjacent to JMF and upgrade trails and campgrounds. Outside of JMF, Metro Parks added 31 additional acres of land and conservation easements. Metro Parks now manages 13,604 acres of land in Jefferson County.

#### BY THE NUMBERS

##### Amount of additional acreage in JMF

Current: 2014 — 36 acres

Target: 2029 — 4,000 acres

##### Amount of additional acreage in Metro Parks (not including JMF) and conservation easements

Current: 2014 — 31 acres

Target: 2020—2,969 acres

#### Increase the acreage of natural areas land under active management by 25%

#### BY THE NUMBERS

##### Acres of land under active management

Baseline: 2014 — 235 acres

Target: 294 acres

In 2014, a metric and baseline was developed for this initiative, which aims to increase the amount of Metro Parks' land that is being managed for ecological restoration and passive recreation and education. Metro Parks completed the first phase of planting at Caperton Swamp and the Clifton Heights Greenway, and signed a park adoption agreement with the new 501(c)(3), Wilderness Louisville, Inc. to support the active management initiatives. Metro Parks also received \$5,000 from the Jefferson County Soil and Water Conservation District to fund related active management efforts.

### Goal 15: Expand green infrastructure incentives citywide by 2018

The Office of Sustainability established a [\\$100,000 incentive fund](#) for commercial green infrastructure projects.

### Initiative Completed

#### Identify green infrastructure best practices and launch an incentive program

The city's FY15 budget included \$100,000 for green infrastructure incentives. The grant-based incentive program provides up to \$10,000 for privately owned businesses, nonprofits and other institutions installing rain gardens, vegetated roofs, rain barrels, in-ground storage tanks or other types of green infrastructure.



### Goal 16: Establish a robust urban tree canopy by 2018

A comprehensive Urban Tree Canopy Assessment was conducted to be the foundation for developing the city's Forest Management Plan. The Forest Management Plan will be the roadmap for achieving the city's 45% tree canopy goal. Goal 16 will be revised in 2015.

## 5.0 COMMUNITY

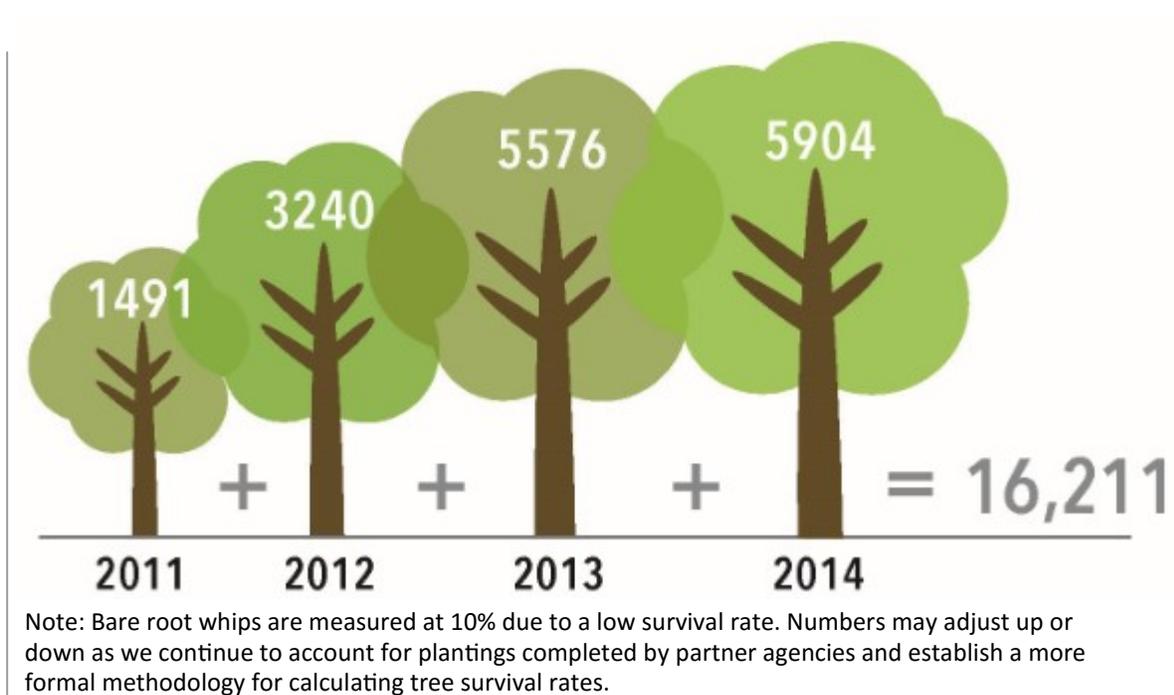
### Initiatives Completed

#### Complete an urban tree canopy analysis and establish tree-planting goals

The city awarded an [urban tree canopy assessment](#) contract in 2014. The assessment will provide the information needed to set a long-term goal to achieve a 45% tree canopy, establish the current tree canopy baseline and identify tree planting priority locations.

#### Complete planting of 5,000 trees in 2014

A total of 5,904 trees were planted by citizens, businesses, nonprofits and public entities in 2014.



### Initiatives Underway

#### Establish community partnerships to implement strategies to mitigate the UHI effect

The Partnership for a Green City (PGC) consists of Louisville Metro Government, Jefferson Community and Technical College (JCTC), University of Louisville (UofL) and JCPS with the goal of collaborating and sharing best practices to help make the four organizations, and the city of Louisville, more sustainable. The PGC established an Urban Heat Island committee to identify opportunities to help reduce the city's UHI issues.

#### Update the Land Development Code to better support the growth and protection of Louisville's tree canopy

The Land Development Code (LDC) Improvement Committee and the Planning Commission recommended to Metro Council that 100% tree canopy reductions for high-density/intensity developments in Traditional Form Districts be prohibited. This initiative will be complete upon approval by Metro Council.



## 6.0 ENGAGEMENT

### 2014 Key Successes

- The Office of Sustainability, in partnership with the Louisville Sustainability Council (LSC) and the Louisville Zoo, held the city’s first Sustainability Summit to engage citizens in helping attain the goals in Sustain Louisville. The event launched five action teams that are researching problems, coordinating community efforts and creating innovative solutions to Louisville’s most challenging sustainability issues.
- The Office of Sustainability, in partnership with the Louisville Sustainability Council and many community partners, completed its submission to the prestigious [Sustainability Tools for Assessing & Rating Communities](#) program.
- The Office of Sustainability partnered with Brightside in 2014 to launch the [Green Living Neighborhood Certification Program](#), which educates citizens on ways to reduce their impact on local resources and recognizes neighborhoods for their commitment to sustainable behaviors.
- The One Bright City initiative was launched by Brightside to monitor the cleanliness – or the amount of litter – in Louisville’s neighborhoods and to hold four tree planting events a year.
- Jefferson Community and Technical College received a [Silver Certification](#) from the Association for the Advancement of Sustainability in Higher Education’s Sustainability Tracking, Assessment and Rating System.
- The University of Louisville, Louisville Metro Council, the Metropolitan Sewer District (MSD) and others partnered to create Beargrass Falls, a model sustainable water research park in Butchertown.

### Goals and Initiatives

## ENGAGEMENT

### GOAL 17. Engage the community in sustainability practices and principles – Ongoing

Coordinate with academic institutions to support sustainability education and behavior change programs	Underway
Establish partnerships to provide sustainability education programs for the community, children and organizations	Underway
Provide regular community updates about progress on Louisville’s sustainability goals, via newsletter, social media and other electronic communication	Underway
Launch a community engagement process to develop a signature sustainability project	Planned
Offer sustainability-based community education programs and workshops	Planned

## PROGRESS ON GOALS AND INITIATIVES

### Goal 17: Engage the community in sustainability practices and principles – Ongoing

Louisville’s first Sustainability Summit launched five community-led actions teams: Community Engagement, Green Building & Infrastructure, Green Economy, Transportation and Tree Canopy & Urban Heat Island. In addition, Brightside launched One Bright City, an initiative that engages citizens in reducing their impact on the natural environment, litter assessments, clean-ups and planting trees. Furthermore, three CycLouVia events were held in 2014, closing Frankfort Avenue, West Broadway and Bardstown Road to vehicles for an afternoon and allowing citizens to ride their bikes, walk, skate and dance.

## 6.0 ENGAGEMENT

### Initiatives Underway

#### Coordinate with academic institutions to support sustainability education and behavior change programs

Louisville Metro Government worked with JCTC and Spalding University in the SoBro Louisville Urban Sustainability Accelerator project (see Goal 13). The city also continued participation in the Partnership for a Green City (PGC). The PGC's Behavior Change Team worked with UofL students to research ways to eliminate barriers to implementing behavior change activities that benefit the environment.

#### Establish partnerships to provide sustainability education programs for the community, children and organizations

In 2014, the city's Office of Sustainability and Brightside developed and launched the [Green Living Neighborhood Certification Program](#). The new program, which was recognized in 2015 by the U.S. Conference of Mayors, educates citizens on how to live more sustainably through a competition-based rating program.

#### Provide regular community updates about progress on Louisville's sustainability goals, via newsletter, social media and other electronic communication

With the launch of the city's new website, the Office of Sustainability's webpages were reorganized and improved to better communicate ongoing initiatives, resources available for citizens and ways to get involved. The Office of Sustainability continued to engage residents and promote the community's sustainability accomplishments through Facebook and Twitter.



## 7.0 LOOKING AHEAD TO 2015 AND 2016

Within two years of Sustain Louisville's initial release, Louisville Metro Government and its many partners have made strong progress on achieving the identified goals and initiatives. In 2014, the city and the community convened at Louisville's first Sustainability Summit, launched a cutting-edge recycling and composting program that dramatically increased diversion rates and announced plans for a local food processing facility that will drive economic growth in our regional food industry.

The 2015 and 2016 progress reports will highlight the outcomes of the city's first of its kind Urban Heat Island Mitigation Plan, Louisville's first urban tree canopy assessment and successes of the Green Living Neighborhood Certification program.

Additional projects and initiatives that are anticipated in the near future include:

- Effectively engaging even more partners in project development and implementation
- Further developing efforts to include a Health in All Policies approach to Sustain Louisville's goals and initiatives
- Promoting opportunities for clean energy installations and energy efficiency projects

Sustain Louisville will continue to improve based on community input, evolving sustainability priorities and lessons learned from national best practices. The Office of Sustainability welcomes feedback and community involvement as we strive to create a more sustainable Louisville.

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