

Broomfield Sustainable Community Task Force Brainstorming Session 6/24/2009

Broomfield

Strengths

- Water resources are sound through climate changes
- Involved/Active citizens
- New infrastructure and facilities-less capital required
- Governor is a sustainability advocate
- Strong financial master plan
- 40% open land
- Awareness – Citizen engagement
- Implementation in Alternative Energies and Water alternatives
- Government participation and communication
- Geographic location – proximity to attract energy/sustainable companies
- Socio-Economic population (educated)
- Diverse economic/development base
- Master plan

Opportunities

- Use other communities as models
- Still growing-not built out
- To educate future generation and shift current paradigm
- Be a model for sustainability
- Tying into the regional transportation grid
- Alternate forms of transportation
- Attract alternative energy companies
- Transit oriented development
- Recycling
- Education
- Direct incentives provided
- Transportation improvements
- Renewable Energies
- Expand water re-use
- Building code mod. incentives
- Higher density developments (commercial/residential)
- Co-0-/HOA opportunities to incorporate sustainability

Dangers and Threats

- Economic downturn – energy costs rise faster than we conserve
- Economic downturn overwhelming – comprehensive effort to be sustainable
- Fines and consequences for violating clean air standards
- Environmental complacency
- Task force plan doesn't get implemented (green-washing becomes the norm)
- Auto mile per capita don't decrease
- Difficulty in changing the culture of 'Western Individualism'

- Defensiveness of the current government
- Beetle Kill/Water Quality
- Air Quality
- Losing economic diversity
- Over-regulation
- Drought

Likely Future With No Intervention

- Lower quality of life
 - air quality
 - congested roads
 - loss of wildlife
- It will be more difficult to create change in attitudes and behavior
- Future generations will suffer from our inactions
- New energy trend benefits us in the longer term
- Decreased home/business values
- Blight
- Overall public health-long term care
- Community resources unavailable
- Degradation of infrastructure

Five Focus Areas:

Education

Education, Community Involvement and Incentives

Education re: sustainable living and to create a change in behavior

Healthy Broomfield (Public Health)

Economic Development

Financial Sustainability – Good balance of green jobs

Diversify and control the tax base – current model relies too much on retail tax revenue

Job Creation

Water Resource management and use

Natural Resources (Water, air)

Energy conservation

Conservation

Transportation-Multi-modal

Transportation

Transportation and Car Pooling

Renewable Energy and Energy Efficiency (i.e., More PV arrays on rooftops-affordable)

Renewable/Alternative Energies