

**2009 Innovations Awards Program
APPLICATION**

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ID # (assigned by CSG): 09-S-32TN

Please provide the following information, adding space as necessary:

State:

Tennessee

Assign Program Category:

Natural Resources

1. Program Name(s)

Green Development Conference entitled "Green Development: Good for Water and the Bottom Line" and Grant Offering

2. Administering Agency

Tennessee Department of Environment & Conservation (for conference and grant offering)
Kentucky Department for Environmental Protection (for conference)

3. Contact Person (Name and Title)

Elaine Boyd, Strategic Management Director - TDEC
Rosetta Fackler, Non-Point Source Education Coordinator - KDEP

4. Address

Tennessee Department of Environment and Conservation
L&C Annex, 1st Floor
401 Church St.
Nashville TN 37243-1534

Kentucky Department for Environmental Protection
Division of Water
200 Fair Oaks Lane
Fourth Floor
Frankfort, KY 40601

5. Telephone Number

(615) 532-0288 (Elaine Boyd)
(502) 564-3410 (Rosetta Fackler)

6. FAX Number

(615) 741-8858 (Elaine Boyd)
(502) 564-3410 (Rosetta Fackler)

7. E-mail Address

Elaine.Boyd@state.tn.us
RosettaR.Fackler@ky.gov

8. Web site Address

<http://state.tn.us/environment/greendev/index.shtml>

9. Please provide a two-sentence description of the program.

In February 2008, the Tennessee Department of Environment and Conservation (TDEC) and the Kentucky Department for Environmental Protection hosted a Green Development conference with grant support from the U.S. EPA Office of Water which attracted nearly 300 local government representatives that manage and implement land use planning, building codes, plumbing codes, and storm water programs, as well as architects, designers, environmentalists and others interested in green development.

In response to the local interest generated by the conference, TDEC created a new Green Development Grant opportunity to fund local community projects implementing green infrastructure and low impact development practices.

10. How long has this program been operational (month and year)?

The conference was held in February of 2008.

11. Why was the program created? What problem[s] or issue[s] was it designed to address?

The conference was largely funded by a grant award from the U.S. EPA Office of Water. The joint proposal, submitted by the Kentucky Department for Environmental Protection and the Tennessee Department of Environment and Conservation, was titled "Green Building: Fostering Water Quality and Efficiency in the Southeast." The conference was the key work product of the grant. The two agencies connected with representatives of local government who manage and implement land use planning, building codes, plumbing codes and storm water programs, as well as others involved in those areas.

The primary goals for this conference were to:

- 1) Inform city/county officials of the benefits of green development and the codes/regulations that can be implemented to encourage green development in their communities; and
- 2) Promote dialogue and exchange among developers, architects, contractors and state and local officials on the aspects of green development and its contribution to the efficient use and quality of our waters.

After the conference, participants overwhelmingly expressed enthusiasm for the subject matter and a desire to implement some of the green infrastructure and low impact development practices in their own communities. The grant offering was an effort to encourage the advancement of green development projects across the state.

12. Describe the specific activities and operations of the program in chronological order.

- October 2006 – Kentucky signed the grant agreement with EPA.
- March 2007 – Kentucky and Tennessee signed a memorandum of understanding for Tennessee to lead the development and implementation of a workshop on green building focused on water quality and efficiency in the Southeast.
- Late spring 2007 – TDEC formed an internal committee to plan the conference. KYDEP participated in the conference planning committee.
- Summer 2007 – TDEC hosts a conference call with various stakeholders in the community to get their feedback on the conference content, format, audience and potential date.
- Early 2008 – TDEC establishes a web site on green development that initially featured conference information and later added the information on the grant offering.
<http://state.tn.us/environment/greendev/index.shtml>
- February 2008 – TDEC and Kentucky host a 1 ½ day conference in Nashville entitled “Green Building: Good for Water and the Bottom Line” which featured a number of national and regional speakers including Nancy Stoner of the Natural Resources Defense Council, Bob Berkbile of BNIM Architects, Neil Weinstein of the Low Impact Development Center and, then EPA Assistant Administrator Ben Grumbles. The conference attracted nearly 300 local government representatives that manage and implement land use planning, building codes, plumbing codes, and storm water programs, as well as architects, designers, environmentalists and others interested in green development.
- August 2008 - TDEC took the profits from the exhibitor participation in the conference (nearly \$40,000) and developed a partnership with the TN Department of Transportation and TN Valley Authority’s Growth Readiness Program. The three entities partnered to set up a \$100,000 grant offering to local governments in Tennessee for green development projects. The Tennessee Stormwater Association participated in the development of the grant structure and publicized the offering to municipalities statewide. They will also assist in the project management for the grant implementation.
- December 2008 – Four municipalities were selected as grant recipients. Their projects include pervious parking areas, rain gardens and green roofs.
- March 2009 – Negotiate contracts with the grantees for the implementation of their projects.

13. Why is the program a new and creative approach or method?

Green infrastructure and low impact development are new ways to address water quality issues facing many areas across the nation. There were national conversations regarding these approaches, but little had been done at the local level to educate communities about these techniques and provide them with best practices as well as information from vendors. Following up with a grant offering allowed many communities to put ideas into actual plans for implementing various green development options in their areas. The conference exposed communities and designers to the possibilities of green development. The grant offering will allow more citizens to be exposed to actual applications of green development in their communities.

14. What were the program’s start-up costs?

The \$85,000 grant from the U.S. EPA Office of Water was the primary source of funding for the conference. The conference yielded profit from the exhibitors’ booths of \$39,500. The partnership with TVA and TDOT provided additional funds for the \$100,000 grant offering.

15. What are the program's annual operational costs?

The primary costs now are for minimal staff time to oversee the green development grants' implementation. If the grant offering is provided in 2010, TDEC will seek partnership funds to support it.

16. How is the program funded?

The conference and grant offering were funded through the grant from EPA, the profit from the conference and the partnerships.

17. Did this program require the passage of legislation, executive order or regulations?

No, it did not.

18. What equipment, technology and software are used to operate and administer this program?

None.

19. To the best of your knowledge, did this program originate in your state?

As far as we know, it did originate in our state.

Elaine Boyd, Strategic Management Director
Tennessee Department of Environment and Conservation
L&C Annex, 1st Floor
401 Church St.
Nashville TN 37243-1534
(615) 532-0288
Elaine.Boyd@state.tn.us

20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ?

No

21. Has the program been fully implemented? If NO, what actions remain to be taken? (Please update the info below)

No, the implementation of the awarded grants to four municipalities is underway. The remaining steps include:

- Finalize contracts with the grantees
- Oversee the implementation of awarded green development projects

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

The conference was extremely effective in educating local government representatives, as well as architects, designers and environmentalists on the benefits of green development as evidenced by the seventeen grant applications received in this inaugural grant offering. The submittals were from across the state and included large municipalities, as well as smaller counties and cities.

23. How has the program grown and/or changed since its inception?

This effort is only a year old, so there have not been any changes since its inception.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

It is essential for states to communicate with, and receive input from, major stakeholders in the community (architects, local government officials, environmental groups) to assist with publicizing the effort and being committed to its success.

Save in .doc or rtf. Return completed application electronically to innovations@csg.org or mail to:

CSG Innovations Awards 2009
The Council of State Governments
2760 Research Park Drive, P.O. Box 11910
Lexington, KY 40578-1910

Contact:

Nancy J. Vickers, National Program Administrator
Phone: 859.244.8105
Fax: 859.244.8001 – Attn: Innovations Awards Program
The Council of State Governments
E-mail: nvickers@csg.org

This application is also available at www.csg.org, in the Programs section.

Deadline: March 23, 2009