Planning for Sustainable Development:
The Quest for Sustainable Economic Development Strategies

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Session in Context:

I. Setting the Stage:
   A. Overview of Economic Development Strategies

   B. A Tale of two Approaches: Regional Comprehensive Economic Development and Urban Design Strategies

II. Balanced Approach: A Sustainable Economic Development

III. Elements of Sustainable Economic Development Strategies

IV. Discussion: Promoting Sustainable Economic Development Strategies
I.A. Overview of Economic Development strategies

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<thead>
<tr>
<th>Wave Number &amp; Title</th>
<th>Key Aspects</th>
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<tr>
<td>1. <strong>Business attractions</strong></td>
<td>Attract business to local community—heavy use of incentives</td>
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<td>2. <strong>Business Retention</strong></td>
<td>Keep the businesses that are in the local community. Reward loyalty</td>
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<td>3. <strong>Quality of life and Sustainability</strong></td>
<td>Quality of life and environmental issues impact local economy and need to be a focus of development effort.</td>
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“Quality of life and environmental issues impact local economy and need to be a focus of development efforts”

Source: Anglin, R. 2001, Promoting Sustainable Local and Community Economic Development
I.B. A Tale of Two Approaches: Economic Development and Urban Design Strategies to Pursue Inclusive Development

Case Studies:


Western Nevada is an innovative, regional economy, rooted in sustainable development and enriched by the area’s abundant natural resources and the collaboration of its independent unique communities. Region-wide, these prosperous communities demonstrate a forward-moving commitment to quality of life and to opportunity for all residents.

Purpose:
- Build innovative regional economy
- Create collaboration with uniqueness of each community
- Improve quality of life & opportunities

---For all residents
Comprehensive Economic Development Strategy 2014: Method of Analysis

➢ “Asset-based economic development focuses on how a community’s natural environmental, socio-cultural, and economic advantages can be leveraged into 
sustained economic growth, while building capacity both within communities and across regions.” ICMA

➢ Economic base analysis helps to identify the major current sources of income and employment in the local area, and to anticipate the changes in the local area economic structure.

Source: Anna Read, Asset-Based Economic Development and Building Sustainable Rural Communities, ICMA
Comprehensive Economic Development Strategy, 2014- Findings/Highlights

Identified Critical issues that need to be address:

• Strengthen regional collaboration
• Limited water availability
• Support small businesses as they are the engine of the regional economy
• Attract young professionals—talented workforce in the region
• Limit brain-drain in the region
• Need to emphasis of the importance of “PLACE”
New development increases for the demands for new infrastructure, energy, transportation, and education.

How do we make communities in Nevada more livable?

**Goal:** to help frame future policies and design solutions in the context of sustainability and help Nevada’s communities plan for the future.

System Thinking Approach
Regional Perspective

“It is readily apparent that no one community within the larger region can stand alone and sustain itself.”

“Each community provides something that the others need and is impacted by elements of the others.”
Interdependent, nested, or Systems view

It shows that the economy exists and functions within society, and together they exist and function within a finite environment and are totally dependent on it.

Source: SustainableCommunities_sage.pdf
Set and achieve consensus-based targets

(Highlights)

1. Promote resource efficiency and renewable energy sources

2. Increase public awareness of energy and water conservation and sustainable living

3. Diversification of the regional Economy that fits the community:
   - High-tech/ light manufacturing
   - Alternative energy industries
Set and achieve consensus-based targets (Highlights)

4. Implement sustainable real estate development
   - Leverage regional and local asset
   - Sustainable urban design

5. Education: Promote Facility design-building as a learning tool, eco-friendly, social spaces, and sense of family

5. Housing
   - Provide affordable housing and inhibit sprawl
   - Increase density, mixed-use development etc.,
## Takeaways: A Tale of Two Approaches to Promote Sustainable Economic Strategies

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<tr>
<td>Economic Base and Asset-Based community development analysis</td>
<td>System thinking approach</td>
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<tr>
<td>➢ Identified STAR, Mature, and Emerging businesses</td>
<td>➢ The study based on the interdependency among the economy, community and environment.</td>
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<td>➢ Challenges or factors contributing to economic risk in the region</td>
<td>➢ Focus on local context within its regional dynamics to improve the quality life of the community</td>
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<td>➢ Leveraging local assets</td>
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Takeaways: A Tale of Two Approaches to Promote Sustainable Economic Strategies (continued)

Comprehensive Economic Development Strategy, 2014

- The importance of local quality of Life as an economic development strategy
- Description/importance of the region natural resources and cultural treasure

A Blue Print for Nevada: Building a Livable Community Report, 2007

- Encourage a competitive economic development strategy—one that promotes social inclusion and efficient communities.
Summing-up: Umbrella of Sustainable Development

Smart Growth

New Urbanism

(The missing)

Sustainable Economic Development
II. Balanced Approach: Sustainable Economic Development Strategies

- To Build Smarter & Efficient Communities
- To build a prosperous economy that can persist over the long term
- To Create a Sense of Place
Integrating Sustainable Economic Development Strategies Into the existing Sustainability initiatives

**Smart Growth**
- Incentive & policy-based
  - Shape regional planning

**New Urbanism**
- Specific strategies, integrates community and economic development policies with design and development strategies

**Goals:**
- Preserve open space, farmland, build compact communities, mixed-used development, promote local food system, etc.

**Sustainable Economic Development:**
- Efficient business,
- Talented workforce,
- Build safe and vibrant place
Balanced Approach: The Goal of Sustainable Economic Development

“Sustainable Economic Development Strategies generate substantial economic and employment growth and sustainable business and community development by demonstrating that innovation, efficiency, and conservation in the use and reuse of all natural and human resources is the best way to increase jobs, incomes, productivity, and competitiveness…”

Source: Global Urban Development (GUD), http://sedstrategies.com/
The Missing Links: Development = Progress

- Sustainable economic development is defined as a **process** (rather than an end point), while the step-by-step approach of “making development more sustainable” becomes the prime objectives.

- Sustainable Economic Development takes into consideration of the **interdependency of Community, Economy, and Environment**.

What’s Driving Local Government, Business and Community Interest in Sustainability?

- Improve quality of life
- Better-Livable built environment
- Sustainable business practices
- Efficient use of resources
- Health and safety
- Citizens quest for sustainable best practices
- A need for greater competitiveness & resilient local and regional Economy
Summary of Key Players In Building Sustainable Community

Local Government: Lead by example; Enable External Stimuli
State & Federal Agencies, Mandates, Technical Assistance, grants etc.

Elected Leaders: Promote sustainable initiatives; support well connected communities; local food systems etc.

Business Communities: improve the bottom line through efficiency, environment stewardship, safe and healthy communities etc.

“Public champion for the demand for sustainable products and services; promote local food systems; energy efficiency, healthy communities etc.
III. Elements of Sustainable Economic Development Strategies

- Set a vision to build a sustainable community & encourage authentic citizen participation
- Establish the interdependency/relationship among the economy, community and environment
- Identify & Evaluate Conflicts: Develop comprehensive and balanced assessment of strategies to identify trade-offs and synergies that might exist between the economic, social and environmental dimensions of sustainable development plan.
- Develop indicators to measure progress.
- Create a living document
Establish the interdependency among the economy, community and environment

Economic
- Growth
- Efficiency
- Stability

Community
Empowerment
Quality of life

Progress
Sustainability

Environmental
- Resilience
- Natural resources
- Pollution

Source: Sustainable development triangle – key elements and interconnections (corners, sides, center). Adapted from Munasinghe 1992a, 1994a
Identify & Evaluate Conflicts

Property Conflict

Economic Development

Resource Conflict

Development Conflict

Environmental Protection

Equity, Social Justice

Source: Campbell’s sustainability model
Toolbox-A: Strategy to build smarter & efficient communities

Promote & encourage resource efficiency technologies & sustainable best practices, Sustainable built environment

- Create the Demand

Capture cleantech opportunities: train talent workforce, business development, educate the citizens

- > Supply & affordability

Business & government run business efficiently & play roles as an enabler Communities save money and support for efficient use of resources

- Build Smarter & Efficient Communities
Toolbox-B: Strategy to Create a Sense of Place

Create A Sense of Place

Branding: Create Authentic, Sustained Image & emotionally bonds--

Sustainable Built Environment, Attractive & Livable Community

Preserve Historic and Cultural Resources & Raising Awareness of Sustainable places
Toolbox-C: Strategy to assess the ongoing development efforts (examples)

Does the strategy

➢ primarily focus on development rather than growth? (built from within)

➢ potentially lead to a local economy becoming more diverse?

➢ potentially lead to a local economy becoming more self-reliant? (Talent workforce, attract economic sectors that add greatest value etc.)

➢ ensure social and environmental responsibility?

Toolbox-D: Strategy to generate funds to support Sustainability Initiatives

- Pursue national and State funding and technical support for specific initiatives
- Grants can be solicited from Philanthropic and corporate foundations
- Business can help financially by sponsoring the overall strategy.
- Non-Profit organization will support local government efforts in building efficient and smarter communities.
Example of Regional Efforts: Capturing Cleantech Opportunities- Tesla Project

Reno Rebirth: Tesla would be game-changer (Mark Robinson, 7/31/2014)

• Create jobs (direct 6,500; indirect 16,200 Jobs; average wage $27.35 (impact analyses)
• Improve “green’ brand, create a global image (Kazmierski)
• Attract suppliers and supporting business/institutions
• Impact public perception about efficiency

Silent, Smart, Sustainable: driving, innovative with Tesla
Example of Regional Efforts: Capturing Cleantech Opportunities - Tesla Project (continued)

According to Dr. Alan Schlottman, Professor of Economics, UNLV (http://www.diversifynevada.com/documents/Full_Tesla_Summary_Report_Analysis_Letters.pdf)

- “The actual employment gains associated with Tesla Project may began to double after it integrates into the State economy.”
- “In response to projected demand created by Tesla, it is needed to change the economic base of the region.”
IV. Discussion: Promoting Sustainable Economic Development Strategies

Are we ready to take advantage of the opportunities that are presented by Cleantech company (Tesla project)? At the local level, do we have the strategies in place?
IV. Discussion: Promoting Sustainable Economic Development Strategies (Continued)

Putting together both approaches—

- attract suppliers and service providers to support Tesla project
- strategy to build talented workforce plan (limit regional brain-drain)
- Promote sustainable regional branding and preserve cultural heritage
- Build livable, vibrant & healthy communities
- Increase public awareness and the demand for resource conservation & efficient technologies, and sustainable best practices etc.
Thank you

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