

## The Sustainable Communities Program

### What is the Sustainable Communities Program?

The Sustainable Communities Program helps communities like yours—whether they are municipalities, large resorts, lake associations, planned communities, or college campuses—take steps to ensure that they are healthy, desirable and vibrant places in which to live, work and play, both today and tomorrow. This program is designed to support a community’s previously identified priorities and build on the ongoing sustainability and planning efforts unique to each community.



### How Does it Work?

Through the program, Audubon International helps communities establish measurable goals and objectives, develop a comprehensive plan, and take strategic action that leads to meaningful results that benefit community residents and visitors as well as the natural environment. Audubon International provides invaluable technical assistance and guidance along the way to help communities:

- become more economically efficient
- conserve natural and cultural resources
- improve land use planning efforts
- bolster ecotourism
- enhance their image and reputation
- promote citizen engagement
- strengthen community identity and a sense of place
- promote environmental awareness through education about a community’s conservation efforts

### The Three Stages

The SCP has three stages: Assessment, Planning and Implementation, which all must be completed to receive and maintain certification. Each Stage is designed to educate and engage your community members in the process of becoming a more sustainable community. The completion of each stage earns an award. In Stage 1, you’ll establish a baseline assessment of your community focusing on environment, quality of life, and economic vitality, and this stage also requires a site visit by Audubon International staff. In Stage 2, you’ll develop a goal-oriented vision plan with milestones toward success. In Stage 3, effecting and reporting progress earns you certification, verified with a final site visit by Audubon International staff. Communities that successfully complete the three-stages earn designation as a Certified Audubon Sustainable Community. To retain your certification, your community must maintain a membership in good standing with Audubon International and complete a re-certification process every two years. Certificates of Recognition, use of Audubon International’s certified member logo, and press releases are issued to highlight your accomplishments.

### Sustainability Focus Areas:

- Agriculture
- Economic Development & Tourism
- Education
- Environmental Issues
- Governance
- Public Health
- Housing
- Open Space and Land Use
- Planning, Zoning, Building & Development
- Population
- Public Safety & Emergency Management
- Recreation
- Resource Use
- Volunteerism & Civic Engagement
- Transportation

### Results

The projects you undertake in this effort will provide wildlife habitat, beauty and distinction to your community. In addition, adopted conservation measures may result in financial savings from reduced maintenance costs. Finally, your care for the environment will set a positive example for others to follow and preserve a healthy, diverse and beautiful landscape for future generations.

For more information, please contact:

**Kim Hill**  
Audubon International  
120 Defreest Drive  
Troy, NY 12180  
Ph: (518) 767-9051 x102

### Our Adaptive, Results-Based Approach

