

## WHAT ARE THE OBSTACLES TO CREATING SUSTAINABILITY?

- I. Mindset
  - a. Breaking bad habits
  - b. Consumerism
  - c. Materialism
  
- II. Negative perceptions toward sustainability
  - a. It's odd
  - b. It's expensive
  - c. It's inconvenient
    - i. It takes more work and planning
    - ii. It can seem inefficient
    - iii. "New is better" belief
    - iv. It's easier to drive than to walk, bus, or bike
  
- III. Psychological Constraints
  - a. Parent's don't provide examples for children
  - b. We think we're more progressive than we really are
  - c. Lack of education and communication
  - d. Need a framework and coordination
  - e. Short term comfort v. long term concern
  
- IV. Physical Constraints
  - a. Everything is driven by money
  - b. Lack of adequate storage for recycling
  - c. Specific health and safety concerns
    - i. Too few bicycle trails
  - d. Legislative and policy constraints

## WHAT ARE OUR CHALLENGES TOWARD SUSTAINABILITY?

- I. Fiscally the city is "in a hole"
- II. We have a fractured community of commuters
  - a. This creates a lack of any real sense of community
  - b. Traditional culture of entitlement that avoids sacrifice
- III. Business climate
  - a. Failure to cultivate local business
  - b. Lack of local production
  - c. Lack of demand for sustainability
  - d. Unreliable energy service
- IV. Insufficient education
- V. "Brain drain" of needed talent
- VI. Inability to distinguish between healthy and non-healthy growth leading to hostility between native and newcomer

## WHAT ARE POTENTIAL SOLUTIONS?

- I. Centralized location for sustainability support
  - a. Appealing location
  - b. Stronger internet connections for communication
- II. Better Awareness
  - a. "Zero tolerance" mindset on waste
  - b. Cultural visitation site
  - c. Hub of information
- III. Comprehensive Plan
  - a. Strengthen bonds of information and communication
  - b. Streamlined tax and regulatory measures
  - c. Attraction of a strong, sustainable and diverse business climate
- IV. Stronger community
  - a. More affordable housing to prevent gentrification
  - b. More diversified business community
  - c. "Zero tolerance" mindset on waste

## PERSONAL / INDIVIDUAL SOLUTIONS (GREEN TEAM)

Line Dry your clothes instead of machine dry.

Attend energy conservation meetings

Install a tank-less water heater and insulation in your home

Buy local, don't shop on-line (This will strengthen our local business climate)

Be part of the communication infrastructure

Install solar panels on south facing roofs

Homes should be smaller (1600 sf); the "bigger is better" mindset needs to go.

"Edible landscaping"; plant vegetables instead of lawns

Educate yourself on "farm to table" mechanics

Architects should place priority on "green" design.

Social networking to enhance communication and ideas

Reduce consumption

CFLs, insulation of windows

Use mass transit or bicycles.

Data storage system on the Island.

Goal of being carbon neutral by 2030

Taking care of the elderly and "after-abled."

## PERSONAL / INDIVIDUAL SOLUTIONS (BLUE TEAM)

Create a personal sense of sacrifice and continue sustainable practices such as recycling, less consumption, etc. Make it a "spiritual" act.

Create a long term and balanced view point that looks at economic, social and environmental consequences of all things.

Have a long term view of strategic planning for the future.

Awareness of life cycle and lifestyle.  
Create an umbrella organization that will carry the goal of sustainability in perpetuity. Create a marketing strategy  
Break the goal down into building blocks  
Have a “give and take” respect for the natural world.

## HOW WOULD YOU CHARACTERIZE THE BAINBRIDGE SUSTAINABILITY STORY?

Stonewall change  
Good intentions but too smart  
From plundering – to new directions – looking at the future  
Stuck up but willing to grow up  
Fragmentation  
Awareness is here and the intentions  
Now what? Mentality  
No cohesion  
Not comprehensive  
Disappointing  
Not sustainable  
Lacking coverage  
Hypocritical  
Energy not here  
People live in Seattle and not on the island.

## ARE THERE HOPEFUL SIGNS?

Military is getting it.  
Next generation lives it and knows it.  
Positive outlook for solutions  
Emerging interest and action  
A cheerful “no alternative”  
Good turnout by business  
Governments are getting it with implementation of solar panels etc  
School districts “getting it.”  
Learning about it in a hopeful way  
Examples of local recycling, home energy conservation  
“Brain trust / heart trust” is here locally.  
People are talking