



## Sustainability Commission

June 3, 2016

8:00 a.m. to 9:00 a.m.

City of Franklin –Development Services Conference Room – City Hall

8:00 am	<b>Welcome/Introductions</b>	LK Browning
8:05 am	<b>*Approval of Meeting Minutes</b>	LK Browning
8:05 am – 8:15 am	<b>Announcements:</b> Conference Calls/Room Energy Efficiency Workshop at Eastern Flank River Clean-Ups City Hall Energy Assessment Bike Video for Bike Month No July Meeting—Maybe a Mobile Workshop?	Andrew Orr
8:15 am – 8:40 am	<b>*TVA Valley Sustainable Communities Update</b>	Andrew Orr
8:40 am – 8:55 am	<b>Strategic Workshop</b> - Codes Update - Green CIP Case Study	LK Browning/Andrew Orr
8:55 am – 9:00 am	<b>Other News/Adjourn</b> Upcoming 2015 BOMA Meetings: 6/14/2016; 6/28/2016	

\*Item contains an attachment or link

**MISSION STATEMENT:** The Sustainability Commission provides guidance to the Board of Mayor and Aldermen and the Planning Commission and leadership for the entire Franklin Community.

Karina Young (11/10/2018)  
LK Browning (12/1/2016)  
Mike Skinner (BOMA co-terminus)  
Teresa Gail Ashworth (TVA Volunteer)  
Miles Mennell (Franklin Tomorrow co-terminus)

Bob Moreo (12/1/2016)  
Ken Scalf (12/1/2016)  
Nancy Whittemore (10/13/2018)  
Matt Bean (12/12/2017)  
Micah Wood (11/10/2018)

*The City of Franklin has committed itself to developing an ongoing strategy of sustainability for the community. This initiative will be designed to achieve viable, fulfilling, and rewarding lifestyles for our residents and business partners through responsible and innovative stewardship of the environment.*

**MINUTES OF THE MEETING OF THE  
FRANKLIN SUSTAINABILITY COMMISSION**

**MAY 6, 2016**

The Franklin Sustainability Commission held a regular meeting on Friday, May 6, 2016, at 8:00 a.m., in the Community Development Conference Room.

**Members Present:** Chair L. K. Browning, Mathue Bean, Miles Mennell, Ken Scalf,  
Alderman Mike Skinner, Micah Wood

**Members Absent:** Teresa Ashworth-Harris (on conference call), Vice Chair Bob  
Moreo, Nancy Whittemore, Karina Young

**Visitors:** Mark Gregory, Dana Kose

**Staff Present:** Emily Hunter, Andrew Orr, Brenda Woods

**Welcome/Introductions**

**Approval of Meeting Minutes**

**Chair Browning** moved to approve the March 4, 2016, minutes for consideration. Alderman Skinner seconded the motion, and the minutes were approved unanimously.

**Announcements**

**Mr. Orr** discussed the following:

**River Clean-ups** – The first river clean-up with Cumberland River Contact was held on Saturday, April 2, 2016 and 1,160 pounds of debris was removed. On April 15, 2016, with the volunteer help of students from Ensworth School, 920 pounds of debris was removed from Liberty Creek.

Some employees in the Street Department recently collected 6,000 lbs. of roadside trash.

The **State of the City** address will be held on Wednesday, May 11, with a light breakfast at 7:00 a.m. Mayor Moore will speak on The State of the City at 7:45 a.m. The location will be at Jamison Hall in The Factory.

The solar array dedication went well last week.

There will be a Tennessee Department of Environment and Conservation (TDEC) meeting on energy efficiency at the Eastern Flank Clubhouse on Thursday, May 19, 2016, from 11:00 a.m. to 2:00 p.m. Everyone is invited to attend.

### **Etrenzik LEDS**

**Mr. Mark Gregory** showed and discussed a PowerPoint presentation on Etrenzik LEDs. He discussed the savings of LEDs versus traditional bulbs. He talked about a 200,000 hour fixture which, if used 12 hours a day, would last for about 22.4 years. One of the challenges now is making the housing sustainable enough to outlast the lights.

**Mr. Orr** stated that the City had several facilities, but it had not been very aggressive with lighting and retro-fitting those facilities due to their small footprints. When the Energy Analysis was completed, the Wastewater Treatment Plant and the streetlights made up 70 to 80 percent of all energy usages, so that is where they focused. Since some of the ancillary buildings were left alone, maybe the Sustainability Commission would like to look at these buildings going forward.

**Mr. Scalf** asked if the City had a standard on new construction for lighting.

**Mr. Orr** stated that he would check into this.

**Ms. Mennell** stated that if a company could reduce the City's lighting usage, why not have someone look at it. She stated that QECBs would pay for it, and that it is another program that is available.

**Mr. Orr** stated that the City had looked into QECBs, they had researched and talked with other communities, and there is significant administrative paperwork involved. So it would need to be a big project to be worthwhile.

**Alderman Skinner** stated that the City would know more after the Board of Mayor and Aldermen selected their projects for the next ten years.

**Chair Browning** stated that TVA would do a lighting assessment on the City Hall building as its first step. She wanted to make sure that the City was not beholding to companies, such as Etrenzik.

**Mr. Scalf** stated that a retro commissioning effort could be done on a building as sophisticated as the Police Headquarters, and that most engineering firms could do this.

**Chair Browning** stated that she thought the point about looking into the Police Station made a great deal of sense.

## **Strategic Workshop Recap**

### **Overall Impressions**

**Chair Browning** stated that she would like to discuss the workshop at the June 3 meeting. She asked for overall impressions of the workshop. She asked each member to state one thing he/she would like to do if it could be done.

**Mr. Orr** thought it was good the Commission took the opportunity to refocus and re-energize. Over the next few months it would be great if the Commission could come up with some public outreach strategies, put a price on it, and try to work that into the City's 2017-2018 budget.

**Mr. Bean** stated that he thought once the Wastewater Treatment Plant was upgraded and came to fruition, the time usage rates would be a winner for saving money.

**Ms. Mennell** echoed what Mr. Orr had stated. She continues to believe that the most success that the Commission can hope to achieve will come from public education. The Commission needs to sort through and develop some strategies around public outreach. Putting money in the budget to help with the outreach is a plus.

**Mr. Wood** stated that the Commission needed to focus, and if public outreach is the area that the Commission needs to go, then it needs to get focused on one issue and get an identity based on that.

**Chair Browning** asked if there were areas, other than the Public Education Outreach, that needed to be focused on over the next year.

**Mr. Scalf** stated that most of what had been discussed was internal. The City was walking the talk itself in its actions. The group that he worked on was about the codes, and it is a very difficult subject because it is highly political. Many people are impacted by changes. He thought the City had internally done quite a bit to improve the sustainability of the community. He would be willing to continue to head-up this effort even after he rolls off the Commission; however, he needs some guidance on what are the ground rules in trying to change some of the codes that the City has and adopting more stringent codes relative to conservation and sustainability strategies. His group consisted of Emily Hunter, Micah Wood, Alderman Skinner and himself, and he will get the bullet points out to the individuals who were in his group.

Discussion ensued on overall impressions.

**Chair Browning**, Ms. Whittemore, and Mr. Orr talked with Mayor Moore a few weeks ago regarding a follow-up from their group. They asked for \$100,000 for the "Go Yonder" group to come in, do some survey work as well as focus groups, and assess what the group has regarding a story to tell. The Mayor stated that there was not that kind of money in the 2017 budget. He stated that the Sustainability Commission could make a proposal to try to get money in the budget for next year. Chair Browning stated that she felt the following was the

result of the meeting, “Let’s see what we learned from the Community Survey that they are already committed to doing and determine how much of a gap there is between what we want to know and what we learned in that survey.” The Sustainability Commission could then make a request for the \$100,000, but it would be in the 2018 budget year.

**Ms. Kose** asked if the Commission would get feedback.

**Mr. Orr** stated that he had attached the template when he had emailed the minutes. Since Ms. Kose did not receive an email, Mr. Orr will add her name to the distribution list.

**Chair Browning** stated that she had received two calls regarding the Harpeth River. She thought the Sustainability Commission needed to understand it better. Mr. Orr stated that he would discuss this with her.

**Mr. Orr** asked if some of the Sustainability Commissioners would want to call into the Sustainability meetings as opposed to coming, and some members did want this option. Therefore, the Sustainability meetings will now meet in the Development Services Conference Room, at 8:00 a.m. A land phone is located in this room and can be used for conference calling.

**Chair Browning** asked if the TVA Economic Development Sustainable Communities could be added to the Sustainability Commission’s agenda for the June 3, 2016, meeting.

**Mr. Orr** stated there should be an update next month and it will be added to the agenda.

**Chair Browning** encouraged anyone who wanted to talk offline to call her, and she would be happy to discuss.

There being no further business, the meeting adjourned.

#### **ACTION ITEMS**

<ul style="list-style-type: none"><li>• Mr. Orr will check into the status of a standard required for new lighting in some of the newer facilities in the City.</li></ul>
<ul style="list-style-type: none"><li>• Mr. Orr will check with the proper chain of command and get back with Chair Browning regarding TVA doing a lighting assessment at City Hall.</li></ul>
<ul style="list-style-type: none"><li>• Mr. Orr will add Ms. Kose’ email to his Sustainability list.</li></ul>
<ul style="list-style-type: none"><li>• Mr. Orr will discuss the Harpeth River with Chair Browning.</li></ul>
<ul style="list-style-type: none"><li>• Mr. Orr will add the TVA Economic Development Sustainable Communities to the agenda for June 3, 2016.</li></ul>

# Valley Sustainable Communities Program:

## Linking Corporate Sustainability and Economic Development

BY DEL BOYETTE and JOHN BRADLEY

In the last five years, corporate America's commitment to sustainability has grown exponentially. Some of the world's most high-profile companies, like **Walmart, Google, Nissan, Cisco Systems, Volkswagen** and **Coca-Cola**, have all been recognized for their sustainability initiatives. What is driving this focus on corporate responsibility?

It seems that a number of factors have played a role in the pervasive talk about sustainability among businesses both large and small, and across virtually every industry sector. Consumers are making purchasing decisions based on how sustainable a company or product is.

Younger talent are choosing cities and jobs that align with their own sustainable values. Many sustainable initiatives are more than just the "right thing to do"—they actually positively impact the bottom line. And yes, in some cases, government regulations may have encouraged some initiatives.

In an **MIT Sloan Management Review/Boston Consulting Group** study completed in December 2013, 86 percent of global executives said a commitment to sustainability is or will be necessary to remain competitive. Almost 80 percent of those respondents said they viewed economic sustainability issues as significant or very significant to their companies' future.

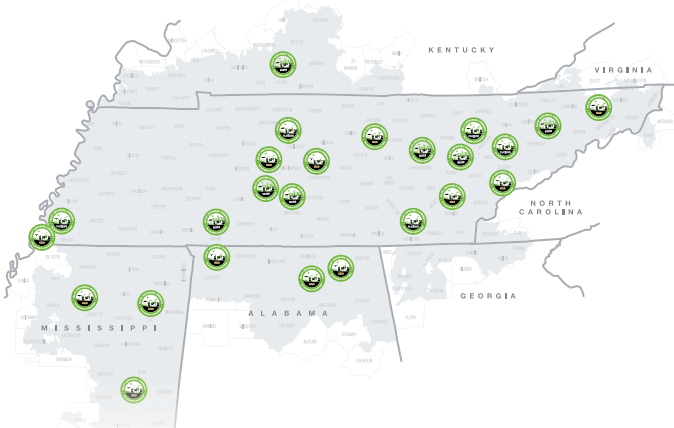
As a result of corporate America's commitment to sustainability, communities in the **Tennessee Valley Authority** (TVA – "The Valley") region, which comprises portions of seven states, including Chattanooga, Knoxville, Memphis and Nashville, Tenn.; Huntsville, Ala.; Tupelo, Miss.; and other mid-size and rural communities in

the region, are now making huge strides in their own sustainability efforts. Companies are making investments in communities that embrace sustainability and provide an infrastructure that enables companies to practice their own sustainability initiatives, and TVA's Valley Sustainable Communities are "ready for the call."

### Corporate America's Commitment

This corporate commitment to sustainability has tremendous implications for economic development. According to a 2010 **CoreNet Global** survey, 92 percent of respondents said they considered sustainability criteria in their location decisions. That commitment is even stronger today and demonstrates why economic development programs must address sustainability. The survey also revealed that corporate real estate (CRE) executives are highly involved in providing sustainability performance data and funding sustainability investments, with the drivers being reduced costs and increased employee satisfaction.

As corporations' focus on sustainability grows, communities are feeling pressures to demonstrate their own sustainability initiatives on Requests for Proposals (RFPs) and during site visits by companies exploring new locations. The



Participants in the Valley Sustainable Communities Program educate companies about the sustainability initiatives that will contribute to economic success in their locales.

TVA Economic Development Group recognized this as an opportunity to further prepare communities in the Valley for new jobs and investment by recognizing the link between sustainability and economic development.

### Sustainability as a Location Factor

TVA's Economic Development Group asked **Boyette Strategic Advisors** (BSA) for suggestions about innovative programs it could offer communities in the Valley. In turn, BSA developed the Valley Sustainable Communities Program—the first of its kind to link local sustainability efforts with economic development opportunities. It was designed to respond to the needs of CRE, site location consultants and the companies they represent, by providing economic development professionals with the tools needed to talk about sustainability.

This program was a natural fit for TVA, whose environmental policy is “to provide cleaner, reliable and affordable energy to support sustainable economic growth in the region while engaging in proactive environmental stewardship.”

While the overall goal of the Valley Sustainable Communities Program is to make communities throughout the Valley more competitive for business investment, it also ensures that companies considering a location can easily understand the sustainability initiatives that will contribute to their success in the community. Other sustainable community programs exist, but none has that critical economic development component that positions a community to meet the expectations of business prospects from a sustainability perspective. Completing this program differentiates a community from its competition and helps to position it as a progressive, dynamic place that is committed to sustainable practices by helping community leaders develop, identify and promote their sustainable assets.

Communities participating in the program earn points in 15 categories by implementing specific policies and practices that contribute to overall sustainability, with an emphasis on those components that directly impact economic development efforts and/or the success of existing businesses in the community. Following completion of an inventory of sustainable initiatives, communities are recognized at the Platinum, Gold or Silver level.

### A Sustainable Advantage

Since the program launched in 2012, 25 communities in the TVA service territory have been identified as Valley Sustainable Communities. And while the program is still in its infancy, these communities are already reaping benefits. Corporate real estate executives are making sustainability questions a standard on their RFIs and RFPs, and the communities that have participated in the program now have their sustainable assets cataloged and are quickly able to make an impressive, competitive response.

**Warby Parker**, a New York-based eyewear company and one of the only carbon-neutral eyewear brands in the world, chose to locate a corporate office in Nashville, which completed the Valley Sustainable Communities program in 2013 and earned Platinum-level recognition for its comprehensive sustainability efforts. The corporate office is Warby Parker's first outside New York and will employ 250 people when fully operational. In explaining why it chose Nashville for its corporate office, the company cited the city's commitment to sustainability and participation in the Valley Sustainable Communities Program. “We founded Warby Parker with the goal of demonstrating that for-profit businesses can do good in the world, and acting sustainably has always been an important part of that mission,” said **Neil Blumenthal**, cofounder and co-CEO of Warby Parker.

In addition to programs such as residential recycling and an expansive open space and greenway system, Nashville offers new and retrofitted sustainable buildings and business parks and the Mayor's Green Workplace Challenge to encourage sustainable practices within the workplace. The city has also seen a flurry of LEED®-certified projects.

Nashville isn't the only city in the Tennessee Valley region to link sustainability and economic development. Germantown, Tenn., a Valley Sustainable Community, provided an incentive to **Methodist LeBonheur Healthcare** to build its hospital expansion to LEED-Gold standards. The 208,000-sq-ft. expansion houses the Women's and Children's Pavilion and features substantial reductions in energy and water use. The \$124 million construction project was the most expensive in Germantown's history.

The North Huntsville Industrial Park in Huntsville, Ala., was developed with a focus on preserving sensitive attributes of what was formerly a farm. Local officials used a Sustainable Development Guide, along with an assessment model, in planning the Park. The plan maintained 50 percent of the farmland and addressed drainage and storm water management issues, in addition to including walking trails. The Park's major tenant is **Toyota Motor Manufacturing Alabama**, which is one of two model plants for environmental sustainability among Toyota's North American facilities. Toyota has seen savings of \$410 million across its 14 North American plants by reducing its manufacturing energy use by 22 percent per vehicle since 2002.

There are countless other programs like these being undertaken by communities to not only meet the expectations of their residents, but also to differentiate themselves from the competition for jobs and investment. Communities are making great strides in becoming more sustainable and therefore prepared for job creation and investment opportunities with companies that are including sustainability as a location factor.



**Del Boyette** is President and CEO of **Boyette Strategic Advisors**, which is based in Little Rock, Ark., with offices in Atlanta and Orlando. An active member of **CoreNet Global**,

Boyette has served on its Global Board of Directors and is a frequent speaker and moderator at association events. A winner of CoreNet Global's Luminary Award, he also served on the *LEADER* Advisory Committee and as a judge for the association's annual Awards Program.



**John Bradley**, Senior Vice President for Economic Development for the **Tennessee Valley Authority**, is a veteran economic development professional with 30 years' experience. During

his tenure at TVA, Bradley has implemented a broad range of new initiatives, including the Valley Sustainable Communities program and a targeted industrial recruitment program.



TVA VALLEY SUSTAINABLE COMMUNITY PROGRAM

FRANKLIN  
SUSTAINABLE INVENTORY AND MARKETING MESSAGES

OCTOBER 2013





# MEDIA RELEASE



HISTORIC  
FRANKLIN  
TENNESSEE

## FOR IMMEDIATE RELEASE

### Milissa Reierson

Communications Manager  
615.550.6629  
milissa.reierson@franklintn.gov

November 20, 2013

## Franklin TN as Good As Gold TVA Recognizes Franklin With Gold Status for Sustainable Efforts



Franklin, Tennessee, November 19, 2013 – Franklin, Tenn., has been designated as a **Valley Sustainable Gold Community** by the Tennessee Valley Authority (TVA). The Valley Sustainable Communities Program initiated by TVA Economic Development helps communities improve existing sustainability programs and increase their ability to attract new investment in their community.

Franklin recently completed the program sponsored by TVA and developed and administered by consultant Boyette Strategic Advisors (BSA). The program documents a community's assets to increase the likelihood that it will be viewed as progressive and competitive by companies looking to invest in new or expanded locations.

“We are proud that Franklin has completed the Valley Sustainable Communities Program,” said Del Boyette, president/CEO of Boyette Strategic Advisors. “The gold level designation recognizes that a community has taken a leadership role in implementing sustainable practices and has made a commitment to sustainability efforts focused on economic development.”

“We are seeing that more and more companies have an increasing business emphasis on sustainable operations, and are adding this component to their search for a community where they can locate, grow, and enhance their company and employee sustainability commitments,” said TVA Senior Vice President of Economic Development John Bradley. “As a result, we began this program to help communities like Franklin be prepared to document and highlight their efforts in order to better compete in global markets.”

Franklin is home to eleven (11) LEED certified Class A office buildings with green space and walking trails and 13 of the 25 publicly-traded companies in the Nashville MSA have their headquarters in Cool Springs including the 10-story 460,000 square foot Nissan North Americas building.



**Franklin Sustainability Commission Members along with Planning & Sustainability Dept. employees, the City Administrator and the Assistant City Administrator wear their gold!**

# MEDIA RELEASE



HISTORIC  
FRANKLIN  
TENNESSEE

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## FOR IMMEDIATE RELEASE

### **Milissa Reierson**

Communications Manager  
615.550.6629  
milissa.reierson@franklintn.gov

The City is leading by example with a LEED Gold Police Headquarters complete with a green roof, a residential curbside recycling program, and internal energy conservation initiatives. The City also offers companies a Live Green Partnership program where businesses are recognized for their sustainable efforts. These ongoing programs led to the Gold level achievement.

“We are proud to attain this level with TVA’s new Sustainable Communities Program,” said Franklin Mayor, Dr. Ken Moore. “We are committed to being a competitive community and recruiting the best companies to Franklin. While we are on the road to success now, there is room to grow and continue in this program and reach the highest level of platinum in the coming years.”

For more information about TVA’s Valley Sustainable Community program, visit [TVAed.com/sustainable](http://TVAed.com/sustainable) and [franklintn.gov/livegreen](http://franklintn.gov/livegreen). You can also contact Andrew Orr at [Andrew.orr@franklintn.gov](mailto:Andrew.orr@franklintn.gov).

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## Program Overview

The Valley Sustainable Communities Program initiated by TVA Economic Development provides a framework and structure to assist communities in making the commitment necessary to demonstrate the role sustainability plays in their economic development efforts. The program offers communities assistance in developing and implementing sustainability initiatives that not only serve to make the community more competitive, but also support TVA's environmental policy. Boyette Strategic Advisors (BSA) was engaged by TVA Economic Development to develop and assist in the management of the program.

The program's components allow communities to meet environmental, economic and social goals and be more competitive for investment. Components of the program address the following topics:

### Preparation

- Sustainability Planning
- Community Participation and Education

### Economic

- Business Competitiveness
- Land Use and Zoning
- Local Economies

### Environmental

- Energy Efficiency
- Transportation
- Natural Resources
- Waste Management
- Water Conservation

### Societal

- Climate Protection/Air Quality
- Green Design and Construction
- Health and Wellness
- Education, Culture and Historic Preservation

To provide flexibility for communities, the program offers three levels of qualification based on a points system that allows participating communities to choose the portions of the program they believe will be most beneficial to their efforts. Communities will earn points in 15 categories by implementing specific policies and practices that contribute to overall sustainability, with an emphasis on those components that directly impact economic development efforts and/or the success of existing businesses in the community. Qualification levels are Platinum, Gold and Silver. Communities can also earn points in the Innovation category for activities that do not fall under the 15 other categories.



For communities with populations of 50,000 or less, the requirements would be to complete fewer required components at each level to qualify. In addition, the opportunity for qualification is also available to communities that already have sustainability programs in place by simply conducting an inventory of those programs.

Measures are worth 5, 10 or 15 points, depending on their difficulty and overall impact, and the maximum number of points that can be earned is 765, not including additional points for the Innovation category.

Communities have the opportunity to enter the Valley Sustainable Communities program through two avenues. The first, referred to as the Existing Program application process, is designed for communities that already have a significant sustainability program in place, and simply involves evaluation of those programs and recognition of those communities for their commitment to sustainability. The other avenue, referred to as the New Program application process, offers communities without an existing sustainability program to develop a Sustainability Plan that leads to recognition at one of the three program levels.

Franklin entered the program as an Existing Program Applicant.

## Qualification Level

Based on all of the activities and initiatives outlined below, Franklin qualifies at the Gold Level.





## Inventory

Whether applying as an Existing Program Applicant or New Program Applicant, an inventory of all current sustainable activities occurring in the community will be assessed. The information found below related to Franklin was gathered through in-person discussions with members of the community's Sustainability Team, information provided by the primary community contact and online research conducted by BSA. Please note that although BSA believes this is a very comprehensive inventory of all sustainability activities/initiatives occurring in Franklin, there may be some activities that were not captured.

## Preparation

### *Initial Qualification*

Before applying and being selected to participate in the Valley Sustainable Communities Program, the community must obtain Mayor support and form a Sustainability Team. Franklin accomplished both of these tasks as follows:

- Franklin has support of its Mayor as exemplified by the fact that the city's Principal Planner has led the effort to participate in this program, and the Mayor and several other city staff members serve on the Sustainability Team.
- All members of the Sustainability Team include:

Name	Organization
Ken Scalf	Optimized Design Solutions
Brian Miller	I.C. Thomasson Associates
L.K. Browning	Tennessee Valley Authority (TVA)
Teresa Ashworth-Harris	TVA
Chuck Barber	Middle Tennessee Electric Membership Cooperative
Libby Marley	Retired
John Saxton	Retired
Matt Bryant	Civil Environmental Consultants
Karina Young	Architect/Professor at Tennessee State University
Dr. Ken Moore	Mayor, City of Franklin

### *Sustainability Planning*

A community must first make a commitment to a sustainability program and develop a plan to ensure the program is effective. Franklin has completed the activities below to help ensure that a solid foundation is in place as the community further expands its sustainability initiatives.



### Sustainable Inventory and Marketing Messages

- Working with BSA as part of this program, Franklin has received this Sustainable Inventory of their current sustainability programs/initiatives.
- Working with BSA as part of this program, Franklin has received Sustainability Marketing Messages focused on their current sustainability programs/initiatives that would be most important to business/industry considering locating or expanding in Franklin.

### Sustainable Plan

The city of Franklin began comprehensive sustainability planning in 2008, with Mayor Ken Moore (who was an alderman at the time) leading the effort. The city created a Sustainability Commission and established a founding principle of seeing economic return on investment for sustainability initiatives. A new Sustainability Action Plan was completed in 2013. <sup>1</sup>

### Sustainability Officer

The city of Franklin has designated a Principal Planner in the Planning and Sustainability Department to manage its sustainability initiatives. <sup>2</sup>

### *Community Preparation and Education*

Educating the public and making resources available to assist residents helps to ensure that the community embraces sustainable activities and programs. Franklin has completed the activities below providing a framework for engaging the community in sustainability initiatives.

### Community Sustainability Resources Online

The city of Franklin has a comprehensive section on its website that provides a list of accomplishments, access to city documents and plans related to sustainability, upcoming events, maps of sustainable assets and a variety of resources to assist residents and businesses in becoming more sustainable. <sup>3</sup>

### School-Based Sustainability Programs

- The city of Franklin provides sustainability information to local schools to include in their newsletters and to send home in student backpacks.
- The Franklin Water Management Department offers field trips to the city's solid waste facility.



- The city of Franklin partnered with students from Lipscomb University to develop and deliver school programs related to water conservation in two local schools.
- City staff has historically worked with elementary students on Box City, which teaches students basic principles of planning a city by having them build their own city out of decorated cardboard boxes.

### Community Outreach/Education

- Franklin's 2013 Sustainability Action Plan includes a public outreach component that calls for increasing public awareness of sustainability through publicity, interactive activities, community surveys, civic group presentations, and designating the month of May as Sustainability Month. <sup>4</sup>
- Franklin hosts an annual Arbor Day/Earth Day event in a city park to promote awareness and appreciation of trees and the environment. The event includes activities such as a zipline and tree climbing, as well as tours of historic sites, bird watching and vendor booths related to sustainability. <sup>5</sup>
- The city of Franklin has utilized social media to promote sustainability initiatives and has fielded online surveys about recycling and sustainability to further engage the community. In addition, a Vanderbilt University student did a study on the impact of social influence on participation in sustainable activities.
- The city received a \$55,000 Tennessee Department of Transportation Special Litter Reduction grant that is currently being used to pay a marketing and public relations firm to help the city launch a marketing campaign to increase participation in the bluebag recycling program. Funds will also be used for a large scale Harpeth River cleanup.

## Economic

### *Business Competitiveness*

Many companies today have indicated and shown a strong commitment to sustainability. Activities in this category should be focused on increasing a location's economic development competitiveness by offering programs of importance to current and potential new businesses. Franklin does not currently have significant programs related to sustainability in the business competitiveness category but this should be a future area of focus. Below is information about sustainable business developments in Franklin.



### Sustainable Business Developments

- 13 of the 25 publicly-traded companies in the Nashville MSA have their headquarters in Cool Springs.
- The Corporate Centre and Carothers Plaza developments consist of eight Class A office buildings, all of which are LEED certified. The buildings are part of a 1.5 million-square-foot corporate campus, which also includes walking trails. <sup>6</sup>
- Meridian Cool Springs, completed in 2006, is a 60-acre mixed-use community located in Cool Springs. The development has more than 900,000 square feet of office space among nine buildings, and more than 70,000 square feet of retail space in four buildings. One and Two Meridian are both certified LEED O&M and 5000 Meridian is certified LEED Silver. <sup>7</sup>
- Two Greenway Centre will be constructed adjacent to the existing One Greenway Centre, which already has 100 percent occupancy and is LEED Certified, with sole tenant Jackson National Life. Groundbreaking for Two Greenway Centre, a five-story, 155,000-square-foot building, is tentatively scheduled for early 2014. Crescent is also the master developer for the adjacent Venue at Cool Springs, a 428-unit luxury apartment community.
- Franklin Park is a 71-acre mixed-use corporate community currently under construction that includes five Class A office buildings, as well as multi-family housing and retail space. The development features 11 acres of green space, including an outdoor amphitheater, waterways, ponds, walking paths and open fields for outdoor activities and events. <sup>8</sup>
- Nissan North Americas is headquartered in a 460,000 square foot 10-story building in Cool Springs that was designed to LEED standards.
- The Factory at Franklin is a 12-building dining, retail, and entertainment complex listed on the National Register of Historic Places. Built in 1929, The Factory occupies the buildings that once served as the Dortch Stove Works, Magic Chef and later the Jamison Bedding Company. The Factory also has a 200 kW rooftop solar array. <sup>9</sup>

### *Land Use and Zoning*

How a community manages new development and use of existing land is a key component of a sustainability program. Below are land use and zoning activities that positively contribute to sustainability in Franklin.





### Conservation Easements

Franklin has two conservation easements on public lands. The Park at Harlinsdale Farm is located on land donated to the city, with a conservation easement to protect the donor family's wishes for a passive park to preserve the walking horse history of the park.<sup>10</sup> In addition, more than 200 acres is preserved as part of the Eastern Flank of the Battle of Franklin Park.<sup>11</sup>

### Advisory Committee on Environmental Policies/Practices

The Franklin Sustainability Commission, which has 10 members, meets monthly to review current initiatives and develop plans for advancing them. The group is also responsible for implementation of the city's sustainability plan and serves as a policy advisory board to the Board of Mayor and Alderman on issues that enhance and promote economic development, environmental health and social equity in the city.<sup>12</sup>

### Land Use Plans to Encourage Sustainability

The City of Franklin Land Use Plan, which was updated in 2011, acknowledges the importance of the city's environmental features and the importance of protecting those features, while balancing the fact that much of the environmentally sensitive land is under private ownership.<sup>13</sup>

### *Local Economies*

Encouraging residents to support local businesses and buy locally not only boosts the success of the businesses, but also reduces travel and the overall impact on the environment. Franklin has the following programs in place to support local businesses.

### Farm-to-Table

- The Franklin Farmers' Market is open year-round and features more than 70 farmers, all from local farms. The market seeks to keep local family farms productive and profitable, give the public access to fresh food, and educate the public about the importance of farming in the community.<sup>14</sup>
- Real Food Farm offers fresh crops through a Community Supported Agriculture (CSA) group, with pick-up available at 10 locations and home delivery offered in select areas. CSA members receive crops that are locally grown, packaged and washed.<sup>15</sup>

### Green Business Recognition Programs

The Live Green Partnership, which is open to all Franklin businesses, is a group of more than 160



businesses committed to sustainable operations in the workplace. All participating companies receive recognition for their sustainability efforts and promote their commitment to sustainability with a Live Green decal displayed in their business. <sup>16</sup>

## Environmental

### *Energy Efficiency*

Energy efficiency initiatives are often among the first to be addressed by community sustainability programs. The activities below outline opportunities to assist both residents and businesses, which seek to be more energy efficient that have been implemented by Franklin.

### Green Power Programs

- Middle Tennessee Electric Membership Cooperative (MTEMC), which provides electric service to the city of Franklin, is a participant in the Green Power Providers Program, a TVA sustainable renewable energy program that offers consumers, businesses and industries the option to build renewable generation with a maximum project size of 50 kilowatts. In addition, MTEMC also participates in TVA's Green Power Switch program, which provides a mechanism for increasing regional renewable energy and protecting the local environment. <sup>17</sup>

### Energy Assistance – Residents and Business

- MTEMC offers both online and on-site residential energy audits, as well as business audits, through the TVA Energy Right Solutions Program. <sup>18</sup> The Energy Right Solutions for business program also offers cash incentives for installing energy-saving equipment. <sup>19</sup>
- The Green Homes Plus program, offered by MTEMC, rewards homebuilders for incorporating environmental principles into their construction. The program includes preserving the natural surroundings, soil and water conservation, landscaping and construction waste management, in addition energy efficiency measures. <sup>20</sup>

### Energy Audits – Government Facilities

- The city of Franklin has completed energy audits and implemented energy efficiency measures in most city government buildings. In addition, the city conducted a local government operations energy inventory, which measured electricity, natural gas and vehicle fuel usage. <sup>21</sup>
- Franklin participates in the Tennessee Water and Wastewater Utilities Partnership, which has resulted in energy savings of more than \$100,000 per year at the wastewater treatment plant.



The city also partners with EnerNOC, which is among the largest providers of energy management equipment and services for commercial, institutional, and industrial customers, as well as electric power grid operators and utilities, to reduce peak demand at the wastewater plant.

### Energy-Efficient Outdoor Lighting

Franklin has converted all traffic signals to LEDs and has installed energy-efficient sports lighting and LED streetlights at Jim Warren Park. In addition, the Parks Department controls sports lighting in all parks remotely to reduce energy costs.<sup>22</sup> Most downtown street lights have been converted to LED lighting, with tests being conducted on interstate lighting. All new street lights are being specified as LED.

### Alternative Energy Installations/Use

- The Franklin wastewater treatment plant has a 200 kW solar array, which was developed through a public/private partnership that required no funding from the city. The city is now working to complete a 1 MW solar installation, also at the wastewater treatment plant.
- The Franklin Geographic Information Systems (GIS) team has created a solar overlay that displays optimal locations for solar arrays.

### *Transportation*

Limiting the number of cars on the road and ensuring that those vehicles are as efficient as possible can significantly reduce environmental impact. Franklin has implemented the following transportation initiatives to reduce environmental impact.

### Bike and Pedestrian Friendly Policies

- In 2003, Franklin developed a Bike and Pedestrian Plan to increase mobility by creating safe, accessible, efficient and desirable bicycle and pedestrian facilities throughout the city.<sup>23</sup>
- A Greenway and Open Space Master Plan was then developed in 2010 to determine placement and design for trails, bike routes, greenways and open space and to identify important considerations related to implementation of the plan.<sup>24</sup> New developments in Franklin must be coordinated with the bicycle and pedestrian routes set forth in the plan. In addition, bike racks are required for developments that meet certain parking thresholds.
- Franklin has installed bike bollards and bike racks in the downtown area.<sup>25</sup>



- In July 2005, Congress passed federal legislation that established a National Safe Routes to School (SRTS) program to improve safety on walking and bicycling routes to school and to encourage children and families to travel between home and school using these modes. Safe Routes to School programs operate in all 50 states and D.C. Children benefiting from SRTS funds live in urban, rural and suburban communities representing varying income levels and a range of walking and bicycling conditions.<sup>26</sup> Franklin has been awarded a \$212,000 SRTS grant to improve pedestrian tunnels in Fieldstone Farms.

#### Sustainable Commuting Programs

- The city of Franklin has implemented a system to optimize traffic signals for more efficient traffic flow to minimize idling time.

Franklin Transit's ridership has increased 191 percent over the last seven years, and direct bus service into downtown Nashville was established with American Recovery and Reinvestment Act funds.<sup>27</sup>

- Franklin is served by the Transit Management Association (TMA) Group, which offers fixed route service, Transit on Demand (TOD), regional vanpools and transportation for special events.<sup>28</sup>
- The Regional Transportation Authority (RTA) offers park-and-ride lots in Franklin to provide easier access to public transportation and carpooling.<sup>29</sup>

#### Green Fleet Policy

In its 2013 Sustainability Plan, Franklin established a goal to transition the municipal fleet to alternative-fueled vehicles when cost effective.<sup>30</sup>

#### Fuel-Efficient Vehicle Stations

Franklin has developed comprehensive electric vehicle charging infrastructure with stations in each downtown parking garage, as well as at several local businesses. Nissan has also installed solar assisted charging stations at its headquarters facility.

#### *Natural Resources*

Protection of natural resources is a key component of any sustainability initiative. Franklin has implemented the following programs to enhance natural spaces and protect existing resources.

#### Natural Resources Protection

Franklin worked with state and federal agencies to remove a dam on the Harpeth River and replace it



with natural channel design principles. This creates a pool for drinking water, while allowing fish to travel between the rocks. The project also included stream bank restoration, habitat restoration, development of recreational opportunities and establishment of a blueway along the river.

### Tree Preservation and Planting

- Franklin has earned the Tree City USA designation for the last eight years, which recognizes cities that make the planting and care of trees a priority. <sup>31</sup>
- Franklin ordinances require that new developments must reserve 10 to 40 percent of each site as open space and, if any tree greater than 24 inches is removed, it must be replaced with two new trees. Street trees are also required in each development.

Franklin has established a tree farm at the Park at Harlinsdale Farm, with 300 trees being grown for use on other city-owned properties. In addition, the city of Franklin planted 800 trees in parks throughout the city in 2012. <sup>32</sup>

### Natural Resource Protection Ordinances

The city of Franklin has a hilltop protection ordinance to prevent development on top of and around steep hillsides. In addition, the city has a floodplain and floodway protection ordinance prohibiting development in the floodway and also the 100-year flood plain, as well as stream buffers to prevent development near streams. <sup>33</sup>

### Community Gardens

Franklin has established a community garden in the Park at Harlinsdale Farm to serve as an educational youth garden. It is designed to involve and educate children about healthy food, the environment and the importance of agriculture and environmental stewardship through hands-on lessons on topics ranging from worms to weeds. <sup>34</sup>

### *Waste Management*

Managing and reducing waste that goes into landfills is often a centerpiece of sustainability programs. Franklin has the following waste management initiatives in place.

### Recycling in Parks

The city of Franklin provides recycling containers in all active parks and utilizes blue recycling bags at events and festivals around the city.



### Residential Recycling

- The city of Franklin provides single-stream residential curbside recycling throughout the city. Recyclables are placed in blue bags and picked up weekly. Blue bags may be purchased from local retailers, who assist the city in promoting the recycling program. The participation rate is 46 percent, with 16 percent diversion. The city utilizes a variety of public education tools, including Buddy Blue Bag, in an effort to increase participation to 50 percent and diversion to 18 percent.<sup>35</sup>
- Yard waste, which is also picked up weekly, is composted and used for gardening and landscaping. This service diverts approximately 20 percent of residential waste. Brush collection is ground to wood chips and used by the city Parks Department or sold to paper producers.<sup>36</sup>
- Williamson County also operates two residential recycling convenience centers in Franklin where residents can drop off recyclables, including paper, cardboard, plastic, glass, aluminum and tin cans.<sup>37</sup>

### Electronic/Phone/Battery Recycling

Batteries, oil, paint, anti-freeze and electronics may be dropped off at the city's Solid Waste Department for recycling.<sup>38</sup> The city received a \$250,000 grant from the Tennessee Department of Environment and Conservation to construct a new drop-off facility for these items. The facility is currently being designed.

### Business Recycling

The city of Franklin provides cardboard recycling for businesses, with private services available for more comprehensive business recycling.

### Environmentally Preferred Purchasing

The city of Franklin includes sustainability factors in its purchasing decisions. In its Action Plan for Sustainable Purchasing, city departments are encouraged to consider the life-cycle cost and environmental implications of their product selections. The document includes guidelines to consider beyond price in making product purchases.<sup>39</sup>



### *Water Conservation*

In addition to other natural resources protection, water conservation should specifically be addressed in sustainability programs. Franklin has implemented the following initiatives related to water management issues.

#### Water Conservation Plan

- The city of Franklin has completed an Integrated Water Resources Plan, which guides investments related to water resources, with a focus on sustainability and regional goals. It holistically addresses drinking water, wastewater, reclaimed water and stormwater.<sup>40</sup>
- Franklin is using advanced metering infrastructure, which provides data near real time rather than monthly. This allows the city to communicate with customers about possible leaks and peak usage times to help reduce consumption.

#### Wastewater and Stormwater Management

- In addition to wastewater and stormwater management addressed in the Integrated Water Resources Plan, Franklin has a stormwater ordinance to protect 50 feet on either side of streams.
- The city is exploring a biosolids management approach, which would involve drying solid waste materials to reduce volume. This would also allow for different and less risky disposal methods.

#### Watershed Protection Activities

- The Integrated Water Resources Plan includes components related to watershed protection and management.<sup>41</sup>
- The Harpeth River Watershed Association works to restore and maintain the health of the river. This involves assessing water quality and stream habitat to maintain the ecological balance of watershed diversity.

#### Water Reuse Initiative

The city of Franklin's Reclaimed Water Division produces and distributes reclaimed water for commercial and residential irrigation use in the city. The Reclaimed Water distribution system uses separate lines from the Wastewater and Water distribution system.<sup>42</sup>



## Societal

### *Climate Protection/Air Quality*

The city of Franklin completed a baseline greenhouse gas (GHG) inventory in 2010, which documented municipal and community wide energy consumption data and resulting greenhouse gas emissions for calendar year 2008. The Sustainable Community Action Plan has established GHG reduction goals as follows:

- To reduce total community energy usage by 20 percent per capita by 2014.
- To reduce community and municipal greenhouse gas emissions by 7 percent by 2014. <sup>43</sup>

### *Green Design and Construction*

Both commercial and residential construction activities are moving toward green design initiatives, which impact a variety of sustainable areas. Below are activities by Franklin or its partners that support and encourage green design and construction.

#### LEED Construction Requirements

The city of Franklin has approved a policy to consider LEED certification for all future municipal construction projects. The city's new police headquarters is LEED Gold certified and includes a large green roof and geothermal field. In addition, the city is moving toward construction of a new city hall, which will also be built to LEED standards. <sup>44</sup>

#### Green Building Training

- As part of its public outreach efforts, the city has offered a course for area realtors focused on energy efficiency in historic buildings. The course covers the value of energy audits and using porches to temper the weather.
- Columbia State Community College's Center for Economic and Workforce Development offers several non-credit programs related to green construction, including: <sup>45</sup>
  - Business Analyst Quick Start
  - Principles of Green Buildings
  - Performing Comprehensive Building Assessments
  - Certified Indoor Air Quality Manager
  - Certified Indoor Environmentalist Online Certification
  - Senior Certified Sustainability Professional Online Training





- Columbia State recently purchased a 36-acre tract of land in Cool Springs to build a new and larger LEED certified Franklin campus that will specialize in film, entertainment and health care related programs. The Franklin campus will serve as the centerpiece of the five (5) branch campus and seek to match curriculum with local employment needs.

### *Health and Wellness*

The overall health of a community's residents is an important part of a commitment to sustainability. The activities below address green space, workplace wellness and other programs implemented by the city of Franklin and its partners that contribute to a healthy community.

### Green Space Planning

- The city of Franklin developed a Greenway and Open Space Master Plan in 2010, which included an inventory of existing greenways and open spaces that addresses the following: <sup>46</sup>
  - Framework Plan
  - Routing Classifications
  - Open Spaces
  - Special Features
  - Equestrian Trails
  - Sustainability Standards
  - Accessibility Standards
  - Safety and Security Measures
  - Funding Options
  - Utility Corridors
- The Friends of Franklin Parks is a fundraising group that supports the city's parks and greenways to bridge the gap between government funding and the need to protect natural and historic resources in Franklin. <sup>47</sup>

### Available Green Space

Franklin has a total of 1,655 acres of park space in the city, which includes city, state, county, school, and HOA owned parks – not including golf courses.



### Green Space Requirements in Business Parks

- All area business parks include formal and informal open space in their development plans:
  - Franklin Park is a 71-acre mixed-use corporate community currently under construction that includes five Class A office buildings, as well as multi-family housing and retail space. The development features 11 acres of green space, including an outdoor amphitheater, waterways, ponds, walking paths and open fields for outdoor activities and events. <sup>48</sup>
  - The Corporate Centre and Carothers Plaza developments consist of eight Class A office buildings, all of which are LEED certified. The buildings are part of a 1.5 million-square-foot corporate campus, which also includes walking trails. <sup>49</sup>
  - Longview Commercial Park in Franklin will provide commercial space, along with sidewalks and an abundance of green space. <sup>50</sup>
  - Nissan North Americas has a large spanning green in front of their office that is often used for special events and they also have restored wetlands on their site.
  - Nearly all of Cool Springs is connected with sidewalks and or multi-use trails.

### Community Wellness

- Get Fit Franklin, a program of Franklin Tomorrow, is designed to encourage residents to become healthier and more active. Residents can access measured and marked walking routes through the Get Fit Franklin website, with a focus on existing sidewalk networks and connectivity in the city. Participants in the program receive t-shirts and other promotional materials.
- The Get Fit Franklin program is also promoted to area businesses, who are encouraged to form teams to participate in the program.
- The Williamson County Health Council sponsors Walk Across Williamson at parks throughout the county, including several in Franklin. The program encourages participants to walk the equivalent of a true walk across the county from one end to the other during a one-month period, which would require approximately 60 minutes a day of activity. <sup>51</sup>
- Moore Elementary School fourth grade students walk a marathon distance of 26.2 miles on the Natchez Trace Parkway over two days. <sup>52</sup>
- Franklin has a number of specialty bicycle shops and other retailers that offer programs to encourage local residents to participate in wellness programs and activities.



- The city has an annual employee health fair every spring in City Hall. More than 20 health care related vendors participate.
- Franklin City Hall includes a gym and locker room for use by city employees.

### *Education, Culture and Historic Preservation*

Involving educational and cultural institutions in sustainability initiatives provides mechanisms for involving more people from across the community. Franklin is engaged in the following educational, cultural and historic preservation activities.

#### School Gardening Programs

The Park at Harlinsdale Farm includes a children's garden, which is a partnership between the Williamson County School District and the local health department. The garden is designed to involve and educate children about healthy food, the environment and the importance of agriculture and environmental stewardship through hands-on lessons on topics ranging from worms to weeds.<sup>53</sup> Other schools and organizations in the city also have gardens that are utilized as part of their instructional programs.

#### Downtown Revitalization

- Franklin's downtown area is a thriving, historic section of the city and its development is addressed in the city's Land Use Plan and in the Central Franklin Area Plan.<sup>54</sup>
- Franklin has been recognized as a Great American Main Street Community, with its Main Street being named one of the Top 5 "Most Romantic" in the U.S. The American Planning Association also named the downtown neighborhood as one of the Great Places in America. The National Trust of Historic Preservation recognized Franklin as a Distinctive Destination for the authentic visitor experience available through the combination of a dynamic downtown, cultural diversity, attractive architecture and a commitment to historic preservation. In addition, Franklin has been included in Money Magazine's Top 20 Places to Retire and Top 100 Best Places to Live and has also been named one of the five best places in America to shop for antiques.<sup>55</sup>
- Downtown Franklin is well known for its annual festivals and parades including: The Main Street Festival in Spring; Fourth of July in Summer; PumpkinFest in October; The Veterans Day Parade in November; and Dickens of a Christmas in December. Thousands of tourists visit Franklin each year to attend these festivals and many more throughout the year.
- The Franklin Corridor & Connector Streets Project is a long-range plan to incorporate streetscape elements into the necessary infrastructure improvements to the streets in the



downtown area. The project is expected to revitalize the downtown district, while improving vehicular traffic flow and increasing pedestrian access. The project builds off of the improvements made to Main Street in the 1990s. The project is broken into eight segments. Two segments have been completed and another is currently under construction.

- The historic Franklin Theatre, located downtown, was recently rehabilitated. The project, which took three years, required an investment of \$8 million, which was funded through the Heritage Foundation of Franklin and Williamson County. The renovated theatre is LEED certified, the city's first LEED adaptive reuse project.

### Historic Preservation

- The city of Franklin has eight historic districts, with five listed on the National Register of Historic Places. In addition, 55 individual buildings are also included on the National Register. These areas are protected through direct design review based on design guidelines or adjacent development proposals. The city also has guidelines for integrating solar panels into historic buildings.
- Franklin has been designated as a Preserve America Community for its use of historic resources for economic development and community revitalization.<sup>56</sup>
- Six historic parks in Franklin have Civil War significance.

### Other Innovative Sustainable Initiatives

Following are sustainability initiatives in Franklin that have not been previously mentioned:

- Williamson County offers free shredding services to Franklin and other county residents and businesses every Tuesday. Shredded paper is then recycled.<sup>57</sup>
- Proceeds from the sale of recycled products is used to support environmental education programs in Williamson County schools.<sup>58</sup>
- The city of Franklin has placed Big Belly Solar Powered Trash Compactors in the downtown area. The units hold more waste, and therefore require less frequent emptying, which saves on staff time and fuel costs.<sup>59</sup>



## Sustainability Marketing Messages

Following are recommended economic development key messages related to sustainability for Franklin that would be most important to businesses looking to locate or expand:

- Franklin offers businesses the opportunity to locate in several sustainable office parks, which are second to none. Franklin Park, which is currently under construction and features Class A office space, combined with multi-family housing and retail, has 11 acres of green space, including an amphitheater, waterways, walking trails and space for outdoor activities and events. The Corporate Centre and Carothers Plaza developments include LEED certified buildings, as well as walking trails throughout.
- Middle Tennessee Electric Membership Cooperative, which provides electric service to Franklin, offers both residential and business energy audits. The Energy Right Solutions for business program also offers cash incentives for installing energy-saving equipment.
- The city of Franklin provides single-stream residential curbside recycling throughout the city and offers cardboard recycling and shredding services for businesses. In addition, all yard waste is collected and composted for use in city landscaping projects.
- Franklin has been recognized as a Great American Main Street Community, with its Main Street being named one of the Top 5 “Most Romantic” in the U.S. The American Planning Association also named the downtown neighborhood as one of the Great Places in America. Franklin’s historic downtown has also been named as a Distinctive Destination by the National Trust of Historic Preservation and has been included in *Money Magazine’s* Top 20 Places to Retire and Top 100 Best Places to Live.
- The Live Green Partnership is a group of more than 160 businesses committed to sustainable operations in the workplace. All participating companies receive recognition for their sustainability efforts and promote their commitment to sustainability with a Live Green decal displayed in their business.
- Franklin’s proximity to Nashville provides access to unique sustainability resources found at Vanderbilt University, Lipscomb University and Belmont University. All three universities have demonstrated a significant commitment to sustainability, with Vanderbilt and Lipscomb both offering courses and degree programs, as well as being recognized in *Princeton Review’s* “Guide to Green Colleges.”



## Observations

The Valley Sustainable Communities Program is designed to recognize communities for their sustainability initiatives, with a particular focus on programs that impact economic development and business success. Franklin is unique in terms of its overall economic development success and the fact that it does not actively recruit certain types of businesses, such as manufacturing, to the community. While Franklin has a very aggressive and comprehensive sustainability program in place, it is lacking programs that support existing businesses and attract new businesses. The following observations are designed to enhance Franklin's initiatives in these key areas.

- Other than sustainable business property, Franklin does not currently have any significant programs related to sustainability in the business competitiveness category. The city should consider expanding the Live Green Partnership program to provide more support to businesses seeking to become more sustainable, along with networking opportunities for businesses that are committed to sustainability as a competitive business strategy.
- The city of Franklin should explore expanding its recycling program. The residential program does not currently accept glass, which might be added to what is an already very successful program. In addition, providing business recycling services would be a very competitive step from an economic development perspective.
- Columbia State Community College does not currently offer any sustainability-related courses at the Franklin campus. The city should work with area businesses to identify potential needs in this area, then encourage the college to expand its offerings to address those needs.
- With the significant inventory of historic structures in Franklin, the city should consider offering incentives for renovation of those buildings to LEED standards.
- Franklin has seen a significant amount of LEED certified and other "green" construction in the city. To further encourage that activity, the city should consider establishing policies such as expedited permitting process or reduction or waiver of fees for sustainable construction projects.



## Endnotes

- <sup>1</sup> <http://www.franklintn.gov/modules/ShowDocument.aspx?documentid=16425>
- <sup>2</sup> <http://www.franklin-gov.com/index.aspx?page=502>
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