February 2016

Dear Colleague:

On May 23-24, 2016, STAR Communities will convene more than 50 key stakeholders in Washington, DC with the intent of taking the STAR Community Rating System (STAR) to the next level -- to Version 2.0. We invite you to both sponsor and participate in this important event.

Since STAR’s initial release in 2012, nearly 50 communities have attained a certified STAR Community Rating®. Hundreds of others have committed to using the STAR framework in their strategic planning and performance management activities. While administrative updates have been implemented on an annual basis since 2013, a more comprehensive evaluation of the system and its measures has not occurred. This stakeholder convening is a critical step in the process of delivering STAR Version 2.0 to U.S. cities and counties later this year.

Our committee members and technical advisors have participated in 30 working group sessions via web conference since July 2015 to evaluate the existing methodologies, identify subject matter gaps, and analyze the responses of certified communities. This meeting brings our committee members face to face to discuss the Rating System’s strategic direction for Version 2.0 and attain consensus on next steps.

The following page describes what to expect during the meeting as well as suggested levels of sponsorship with associated benefits. We appreciate your consideration of our request and look forward to hearing from you regarding your availability to join us in May. We will be forwarding registration materials in early February.

Thank you,

Hilari Varnadore
Executive Director
STAR 2.0 Convening: May 23-24, 2016

What to expect

✓ 2-day convening in Washington, DC with 50+ key stakeholders.
✓ In addition to committee members, participants will include the STAR Communities Board of Directors, STAR Communities staff team, members of the philanthropic community and other technical advisors.
✓ Day 1 will be a smaller gathering focused on our web interface and improvements to the Rating System's companion Reporting Tool. In the afternoon, committee meetings will take place and we’ll hold an opening reception and happy hour.
✓ Day 2 will include breakout sessions on cross-cutting themes like equity, resilience and health; presentations of data from the 1st 50 certifications; and a deep dive into technical content areas that may require adjustment. We’ll wrap up by saying thank you to our volunteer committee members and give them some recognition!

Levels of sponsorship

$1,000 and above

• Invitation to the 2-day stakeholder convening in Washington, DC;
• Networking opportunities with the Rating System's committee members including top officials from US cities and counties as well as other government, nonprofit and private sector leaders;
• Recognition on communications and materials related to the convening;
• Recognition on www.STARcommunities.org with corporate logo and website hyperlink; and
• The ability to showcase your organization, agency or firm as an urban sustainability leader to a highly influential audience.

$5,000 and above

All benefits listed above, plus . . .
• Access to technical resources and insight into the Rating System’s content, structure and direction; and
• A preview of the STAR 2.0 draft changes with STAR Communities technical staff in advance of the public comment period.

Contributors above $10,000 will receive an opportunity to address participants.

STAR Steering Committee Members
Adam Beck, EcoDistricts
Cori Burbach, City of Dubuque, IA
Lee Hayes Byron, Sarasota County, FL
Michelle Caulfield, City of Seattle, WA
Michael Crowley, Institute for Sustainable Communities
Radcliffe Dacanay, City of Portland, OR
Leslie Ethen, City of Tucson, AZ
Eric W. Faisst, M.P.H., Madison County, NY
Wayne Feiden, City of Northampton, MA
Rob Fernandez, Breckinridge Capital Advisors
Deoohn Ferris, Sustainable Community Dev. Group
Andrea Fox, International City/County Manager's Assoc.
Hilary Franz, Futurewise
Nancy Gassman, City of Fort Lauderdale, FL
Richard Gelb, King County, WA
Josh Geyer, U.S. Dept. of Housing and Urban Development
Dan Guilbeault, District of Columbia
Michele Halsey, Pennsylvania State University
Jill Horwitz, Broward County, FL
Chris Kochlitzky, U.S. Centers for Disease Control & Prev.
Lisa Lin, City of Houston, TX
Kristin Lynett, City of Tacoma, WA
Cooper Martin, National League of Cities
Jenita McGowan, City of Cleveland, OH
Doug Melnick, City of San Antonio, TX
Melody Park, City of Indianapolis, IN
David Rouse, American Planning Association
Randy Solomon, The College of NJ and Sustainable Jersey
Michael Steinhoff, ICLEI USA
Paula Stoup, City of Raleigh, NC
John Thomas, EPA Office of Sustainable Communities
Jess Zimmerman, Rose Center for Public Leadership

STAR Technical Advisory Group Members
Rosanne Albright, City of Phoenix, AZ
Kayne Bender, Public Health Accreditation Board
Jeff Caton, ESA
Emily Costello, Delaware Valley Regional Planning Comm.
Roy DeWitt, City of Davenport, IA
Patrice Frey, National Main Street Center
Rebecca Khorsiler, Environmental Law Institute
Tessa LeSage, Southwest Florida Community Foundation
Kim Lundgren, Kim Lundgren Associates, Inc.
Carrie Makarewicz, Colorado University-Denver
Edith Makra, Metropolitan Mayors Caucus
Kevin Nelson, U.S. Environmental Protection Agency
Leslie Oberholtzer, Coda Metrics
Andre Pettigrew, Clean Energy Solutions
Victor Rubin, Policylink
Dulcey Simpkins, City of Seattle, WA
Cindy Steinhauser, City of Dubuque, IA
Ellen Tohn, Tohn Environmental Strategies
Michael Walker, Yarmouth, MA
Walker Wells, Global Green USA

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