SET GOALS. MEASURE PROGRESS. IMPROVE YOUR COMMUNITY.
The STAR Community Rating System (STAR) is the nation’s only comprehensive framework and certification program for measuring local quality of life and sustainability. STAR was built by and for local governments and the communities they serve.
STAR MEMBERS INCLUDE 100 JURSDICTIONS (62 CERTIFIED), INCLUDING...

LOCAL JURISDICTIONS
- City of Baltimore
- Washington, DC
- City of Frederick
  (not Fairfax, not Prince George’s)

COUNTIES
- Broward County FL
- Memphis-Shelby County TN
- King County WA

MAJOR CITIES
- Seattle
- Atlanta
- Houston
- Las Vegas
- Los Angeles
- Portland
- Raleigh
- Austin
- Louisville
- Cambridge MA

★ STAR-certified communities
- Communities using STAR or pursuing certification
PURPOSE

1. Upgrade the County’s Community Indicators to Enable Smarter Decision Making
2. Obtain External Recognition and Validation of County Accomplishments
3. Use Peer Benchmarking to Identify Community Strengths + Opportunities for Improvement
INTRODUCTION: STAR FRAMEWORK

FRAMEWORK

STAR provides both a framework and a formal certification. It expands on our benchmarking efforts by capturing not just outcome measures, but also “action” measures to track adoption of best practices.

COMPONENTS

STAR is a menu: communities decide which measures to submit for verification.
<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Montgomery County Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcome HS-2:O-1</td>
<td>Demonstrate that the County is a Top US Performer in regards to mortality indicators</td>
<td>✔ Montgomery County ranked second in nation for both male and female life expectancy</td>
</tr>
<tr>
<td>Outcome HS-2:O-4</td>
<td>Demonstrate that at least one hospital in the county is recognized as a top performer by the Joint Commission</td>
<td>✔ 3 top performers (Montgomery General, Shady Grove Adventist, Washington Adventist) in a combined 18 categories</td>
</tr>
<tr>
<td>Outcome HS-4:O-2</td>
<td>Food security and assistance: Decline in “Food Insecurity Rate”</td>
<td>✔ 8.3% (2012) → 7.9% (2013) → 7% (2014)</td>
</tr>
<tr>
<td>Action HS-2:A-8</td>
<td>Use a performance management system to monitor and improve health services and programs that promote positive health outcomes and expand access to health care</td>
<td>✔ HealthyMontgomery platform <a href="http://www.healthymontgomery.org">www.healthymontgomery.org</a> ✔ CountyStat HHS Dashboard <a href="http://montgomerycountymd.gov/countystat/department/hhs">montgomerycountymd.gov/countystat/department/hhs</a></td>
</tr>
<tr>
<td>Action EE-5:A-2</td>
<td>Conduct a community needs assessment to identify priority service needs and resources, including the needs of priority population</td>
<td>✔ Healthy Montgomery 2016 Community Needs Assessment</td>
</tr>
</tbody>
</table>
## SAMPLE STAR MEASURES LINKED TO WATER QUALITY

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Green Infrastructure</td>
<td>Demonstrate that 35% of the jurisdiction's land area has designated green stormwater infrastructure providing bioretention and infiltration services</td>
</tr>
<tr>
<td>Green Infrastructure</td>
<td>Assess the state of the jurisdiction's urban forest</td>
</tr>
<tr>
<td>Green Infrastructure</td>
<td>Include evaluation of green infrastructure potential during early site reviews of proposed developments and subdivisions</td>
</tr>
<tr>
<td>Natural Resource Protection</td>
<td>Adopt land use regulations that establish appropriate wetland, stream, and shoreline buffer widths and adjacent land uses</td>
</tr>
<tr>
<td>Water in the Environment</td>
<td>Demonstrate a local Watershed Vulnerability Index of less than 70</td>
</tr>
<tr>
<td>Water in the Environment</td>
<td>Demonstrate that all non-industrial water bodies are swimmable and fishable during 90% of days in the past year</td>
</tr>
<tr>
<td>Water in the Environment</td>
<td>Adopt a watershed management plan that integrates natural water bodies with human water use and addresses inputs and outputs of the water systems</td>
</tr>
</tbody>
</table>
A platform for national recognition as a leader in sustainability

Broward County, FL developed a 4-STAR Broward Branding Toolkit to educate community partners and local leaders on how to leverage the STAR rating to increase economic development opportunities.
Valuable Benchmarking Tool
to Compare ourselves against other jurisdictions

Las Cruces’ Goal Area Scores, as compared to all Certified STAR Communities.
Valuable Benchmarking Tool
Ex: Las Cruces, NM
Education, Arts & Community total Score

Graph 14: Las Cruces’ Education, Arts & Community total score in blue, as compared to all Certified STAR Communities.
Informs Strategic Priorities, Plans and cohesive vision - Ex: Lee County, FL “Complete Lee” – First Sustainability Plan

1. BE-3: Compact & Complete Communities
2. BE-7: Transportation Choices
3. CE-1: Climate Adaptation
4. EJ-1: Business Retention and Development
5. EJ-3: Local Economy
6. EJ-6: Workforce Readiness
7. EAC-1: Arts & Culture

8. EAC-3: Educational Opportunity & Attainment
9. HS-1: Active Living
10. HS-2: Community Health & Health Systems
11. HS-4: Food Access & Nutrition
12. HS-7: Safe Communities
13. NS-1: Green Infrastructure
14. NS-3: Natural Resource Protection
Informs Strategic Priorities, Plans and cohesive vision

Cities like Tucson, AZ; Washington, DC; and Indianapolis, IN have incorporated STAR’s evaluation measures into adopted General Plans, Sustainability Plans, and Annual Reports.
Seattle used STAR’s methodology to conduct a deep dive on the area they scored lowest on: social equity.

The resulting report provides a more robust approach for CountyStat’s community analytics effort, including by incorporating the emerging practices of “opportunity mapping” and assessing “equitable access to foundational community assets.”
COMMUNITY INDICATORS 2.0: TOOLS AND INSIGHTS FOR ACTION

TRANSFORM STAR INDICATORS INTO INTERACTIVE TOOLS BY LEVERAGING AND BUILDING FROM RECENT INNOVATIONS

- Pedestrian Safety
- Bicycle Stress Map
- Diversity Explorer
- Tree Canopy
- Vulnerability Index
- Zoning Explorer
## ANTICIPATED BENEFITS AND NEXT STEPS

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PROCESS FOR IMPLEMENTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to become the first 5-star county (or one of the first 4-star counties); gain independent, external recognition as an all-around best practice community</td>
<td>DEP Director and CountyStat Manager select STAR to inform County benchmarking efforts</td>
</tr>
<tr>
<td>Help integrate principles of sustainability into 21st century community planning efforts; STAR metrics measure progress against plans and initiatives</td>
<td>MCG CAO briefing and endorsement</td>
</tr>
<tr>
<td>Enable County to “connect the dots” across agencies and between government efforts and community outcomes</td>
<td>Outreach to internal and external partners</td>
</tr>
<tr>
<td>Objective, unbiased insights on County’s relative performance to help inform priorities (ex: social equity in Seattle)</td>
<td>Data collection (and verification) from departments, agencies, and community partners</td>
</tr>
<tr>
<td>Formal certification and follow-up with stakeholders to create plans and actions</td>
<td></td>
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</tbody>
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