



# CHARLESTON GREEN TEAM STRATEGIC PLAN EXECUTIVE SUMMARY



## STRATEGIC PLAN

The Green Team has developed six broad goals for achieving its vision. These include three operational goals that will allow the Green Team to become more effective, plus three implementation goals related to climate resilience, transportation and land use, and waste.



In early 2024, the Green Team engaged Downstream Strategies to facilitate a strategic planning process, which ultimately led to this strategic plan.

Downstream Strategies is an environmental and economic development consulting firm that strengthens economies, sustains healthy environments, and builds resilient communities.

## GREEN TEAM VISION

We envision a connected, vibrant, and sustainable Charleston that is the climate resilience leader in West Virginia, where all citizens can thrive.





## OPERATIONAL GOALS

### MAP AND FORMALIZE THE GREEN TEAM'S PROCEDURES AND ACTIONS

- Develop procedures for communicating with City Council, Administration, and staff ★
- Develop process for presenting quarterly and annual reports
- Organize at least 1 meeting a year with Mayor, E & R Chair, and Green Team members
- Formalize internal procedures: proxies, committees, task groups, sharing information

### INCREASE AND RETAIN GREEN TEAM PARTICIPATION

- Create committees, such as an Ordinance Review Committee, and task groups ★
- Expand advisory membership, which is authorized in Green Team bylaws
- Formalize nominating process for Green Team membership

### ENGAGE THE COMMUNITY

- Create marketing materials ★
- Organize annual forum to exchange ideas
- Provide recognition; create an annual award program
- Launch education & awareness events
- Research possible city designations (such as Tree City USA)
- Create lists of qualified practitioners

## IMPLEMENTATION GOALS

### INCREASE ENERGY EFFICIENCY AND CLIMATE RESILIENCE

- Promote adoption of solar and encourage energy efficiency upgrades at residences, businesses, nonprofits, and City buildings ★
- Encourage the use of electric vehicles ★
- Support conversion from natural gas to clean electricity

### IMPROVE TRANSPORTATION CONNECTIONS AND LAND USE

- Identify policy barriers to a connected transportation system ★
- Research and provide education on a Complete Streets Policy ★
- Implement the East-West Bikeway Connector Project ★
- Increase access to greenspace, including the riverfront ★
- Identify and prioritize needs in areas of disinvestment ★
- Promote walkability and pedestrian safety ★
- Research feasibility of expanded micromobility programs
- Partner with the Municipal Beautification Commission to protect/enhance tree canopy

### REDUCE WASTE

- Improve Recycling Options ★
- Promote waste reduction at events ★
- Raise public awareness on composting and recycling ★

Please note that items marked with ★ indicates high priority projects.



SCAN QR CODE TO DOWNLOAD  
FULL STRATEGIC PLAN

[www.charlestonwv.gov/government/greenteam](http://www.charlestonwv.gov/government/greenteam)