

Sustainable Scripps Ranch (SSR) Vision, 2009

Preamble

Can you imagine a Scripps Ranch community where citizens pull together in time of need to make a better world, starting right here at home? We, the Sustainable Scripps Ranch Committee of the Scripps Ranch Civic Association, can.

Since its inception Scripps Ranch has fostered community values, invested in shared public spaces, and cherished its cultural and natural heritage. Today we recognize that this heritage is at risk. As the population swells regionally, many resources on which we depend will become more limited. Climate change may threaten our water and other resources and change the landscape of Southern California. Economic woes may reduce the tax base and wherewithal to manage our public spaces.

This begs the question: will future generations be able to enjoy Scripps Ranch as we do? Our position is that they must and our commitment is to catalyze a culture shift not to change Scripps Ranch but to conserve those things we hold most dear. We will do this by cultivating a pattern of wise resource-use practices among our citizens.

With a spirit of volunteerism and one of the strongest community civic associations in the region, we have the foundation to accomplish our mission. We will tap the energy, talent, dedication, and creativity of our people to reduce the gap between our goals and reality.

Vision

We will bring people together for the common cause of creating a more sustainable Scripps Ranch for the continued health and well-being of our community and the future generations that will thrive here.

We will create a focal rallying point for environmental initiatives that help Scripps Ranch create sustainable resource-use practices. We will work with residents to reduce ignorance, fear of the unknown, or lack of initiative or willpower to effect change in their daily lives. We will accomplish these goals by working side by side with people, sharing information, leading by example, and advocating our cause across multiple outlets of communication. Recognizing that financial constraints are a significant obstacle to behavioral change, we will (1) seek and share information on cost-effective means for increased sustainability, (2) recognize that change can be implemented incrementally as personal or public resources allow, and (3) advance the notion that many sustainable practices, while expensive in the short-term are cost-saving in the long-term. We will establish in our children pride in our local heritage and the emotional and intellectual means to provide the gift of sustainability to future generations. Our motto is to think locally *and* globally, but to act locally.

Mission Statement

SSR's mission is to assist all residents of Scripps Ranch in creating more sustainable lifestyles and community through education, advocacy, and application of sustainable practices such as energy, water, and environmental conservation.

Strategic Plan Elements (each element will become the focus of a SSR Subcommittee that will plan, coordinate and manage specific objectives and activities applicable to that element)

Water Conservation

We will transform the culture of water use in Scripps Ranch

- Reduce water consumption in accordance with San Diego City objectives
- Cultivate use of water-wise gardens
- Encourage informed landscape irrigation practices
- Explore options for gray-water recycling
- Walk the talk: provide a model of good water use practices for our neighbors
- Integrate water-wise practices with fire-wise practices and native landscape restoration
- Support and promote federal, state and local laws and regulations governing water quality, water discharge and wetland conservation

Air Quality and Energy Conservation

We will foster wise energy use practices to improve the health of our community and do our part to address air quality, global climate change and energy security

- Explore, evaluate and promote solar and other alternative energy sources for residents
- Encourage energy conservation in homes, businesses and government buildings
- Evaluate technologies that reduce energy consumption
- Encourage and organize carpooling opportunities and, where possible, flexible work schedules that reduce commuting
- Explore ways to support and use public transportation!
- Work to reduce the disconnect between local actions and global environmental problems (personal energy consumption and climate change)
- Support and promote federal, state and local laws and regulations governing air quality and greenhouse gas emissions.

Habitat Conservation

We will work to preserve the natural heritage of Scripps Ranch by favoring native plants and habitat for native animals

- Plant native plant species in our yards where practical
- Promote ecological restoration of our public spaces where desirable
- Connect people to native landscapes by providing opportunities for informed outdoor education and recreation
- Seek ways to reduce human impacts on and conflict with native wildlife (e.g., controlling pets, road impacts)
- Integrate habitat management for native wildlife with fire management practices
- Support and promote federal, state and local laws and regulations governing the environment, endangered and protected species and habitat conservation.

Waste and Recycling

We will foster reduced waste and increased reuse, recycling and renewal of materials

- Increase our understanding of the sources of waste and various means to reduce, reuse, recycle and renew different types of waste
- Support and promote federal, state and local laws and regulations governing waste disposal and recycling.

Education, Outreach and Advocacy

We will establish an information clearing house for sound resource use practices and explore ways to connect people to the issues and inspire behavioral change

- Promote the realization that sustainability is not altruistic, but in everyone's own self-interest. In coordination with and support of the other SSR subcommittees:
 - Take advantage of technology:
 - Establish a website and weblinks to information resources
 - Create a user-friendly blog to share personal how-to stories
 - Explore other uses of technology for reaching our audiences (face book? twitter? wiki?)
 - Catalogue a network of local businesses that help residents establish wise resource use practices (like an Angie's list)

- Recruit knowledgeable speakers for sustainability seminar series
- Organize site visits, working parties, and other social events to exchange information, showcase good resource practices, or collectively address a local conservation problem
- Partner with local organizations to educate, inspire, and advocate for wise resource use practices
- Identify potential funding sources and pursue grants and other funding in support of specific objectives
- Refrain from using politically or religiously divisive practices and messages

Connecting to Kids

We will create opportunities for Scripps Ranch children to learn, involve themselves in, and own the causes of SSR

- Model sustainable practices for children
- Identify and fine-tune education and outreach activities that appeal to children of different ages
- Identify education modules/curricula for use by local schools, clubs and child-oriented organizations
- Partner with the Children & Nature Network or other organizations to inspire kids to connect with Scripps Ranch nature
- Reduce barriers (legal, cultural) to nature activities for children

SSR Organization

