

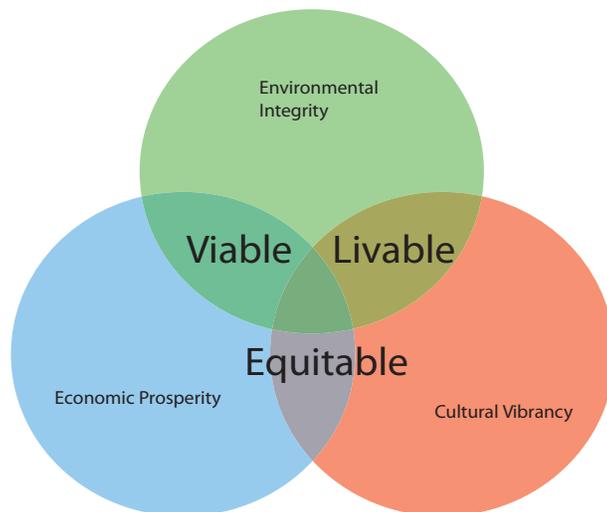
# SUSTAINABLE DECORAH

## Executive Summary



### Vision Statement

Decorah, Iowa is a vibrant, livable, and just community. We embrace economic prosperity, social/cultural vitality, and environmental stewardship to create a sustainable legacy for generations to come.



### SUSTAINABILITY PRINCIPLES

#### CULTURAL VIBRANCY

**COMMUNITY KNOWLEDGE:** Decorah is a community that values and promotes education for all, community engagement, accountable government and responsible businesses.

**CREATIVE CULTURE:** Decorah is a community that values and promotes growth of the arts.

**ACTIVE LIVING:** Decorah is a community that values and promotes active living for everyone.

**DIVERSITY:** Decorah is a community that values and promotes a commitment to diversity and recognizes the benefits that come from a varied and diverse community.

#### ENVIRONMENTAL INTEGRITY

**NATURAL RESOURCES:** Decorah is a community that values and promotes environmental conservation, preservation, restoration and connection of people with nature.

**RESOURCE USE:** Decorah is a community that values and promotes reducing, reusing, and recycling resources.

**COMMUNITY DESIGN:** Decorah is a community that values and promotes the built environment of the past, present, and future which contributes to its sense of place, and accessibility.

**HOUSING & BUILT ENVIRONMENT:** Decorah is a community that values and promotes healthy, efficient, and affordable housing and built environment that contributes to its identity, and heritage

#### ECONOMIC PROSPERITY

**ENERGY:** Decorah is a community that values and promotes energy conservation and renewable energy as a means to keep local dollars in the community and protect the environment.

**LOCAL/REGIONAL ECONOMY:** Decorah is a community that values and promotes local business and a resilient, diversified regional economy

**HEALTHY LOCAL FOOD:** Decorah is a community that values and promotes wholesome food from producers, distributors, farms, and gardens.

## Sustainable Activities Already Happening in Decorah, Iowa:

While this list grows daily, below is a sampling of Decorah's successes.

- The City of Decorah is developing a green building permit process to encourage smart growth. In 2006, Decorah signed the US Conference of Mayors Climate Protection Agreement. [www.decorahia.org](http://www.decorahia.org)
- The Chamber circulated over \$85K in chamber bucks last year. [www.decorahareachamber.com](http://www.decorahareachamber.com)
- Winneshiek Energy District is a new local nonprofit with a mission to reduce the economic and ecological costs of our energy use. [www.energydistrict.org](http://www.energydistrict.org)
- The Winneshiek County Visitors Bureau has hosted the 2nd annual Decorah Green Initiative (Dig IN) Event showcasing alternative energy, energy conservation, and local foods. [www.digindecorah.com](http://www.digindecorah.com)
- The Decorah Schools and the NE Iowa Food and Fitness Initiative's 'Farm to School' program are increasing local foods in the cafeteria. [www.iowafoodandfitness.org](http://www.iowafoodandfitness.org) and [www.iowafreshfood.com](http://www.iowafreshfood.com)
- The Winneshiek County Soil and Water Conservation is promoting use of rain barrels. [www.winneshiekswcd.org](http://www.winneshiekswcd.org)
- Winneshiek County Recycling is promoting education to increase local recycling efforts. **Winneshiek County Recycling on Facebook**
- The Decorah Regional Arts Council is re-energizing the 35 year old organization. DRAC began the NE Iowa Studio Arts Tour and helped launch Arthaus. [www.artistsformerlyknownasdrac.com](http://www.artistsformerlyknownasdrac.com)
- Luther College has reduced energy consumption by over 20% via investment in energy efficiency, built a LEED-Gold Certified building, offers bicycles to borrow, and is following a sustainability plan that addresses social, environmental, and economic sustainability. [www.luther.edu/sustainability](http://www.luther.edu/sustainability)

## Benchmarks for Success by 2013

**Community Knowledge:** Create a website and printed information identifying sustainable work.

**Creative Culture:** Link a common arts, culture, and history website to the City of Decorah, WCCVB, and the Chamber.

**Active Living:** Paint sharrows along all major city bike routes.

**Natural Resources:** Begin a rain barrel program in Decorah

**Resource Use:** Curbside recycling is in place city-wide.

**Community Design:** Adoption of a building code.

**Housing & Built Environment:** Housing & Built Environment: Adopt an energy efficiency rating for realtors and appraisers.

**Local/Regional Economy:** Increase Chamber Bucks circulation by 5%

**Energy:** Reduce community energy consumption by 15% community

**Healthy Local Food:** Local produce sold in all area grocery outlets. 2) Triple the dollar value of local food consumed in Decorah.

The Sustainable Decorah plan and executive summary were modeled in-part on the Sustainable Dubuque initiative. [www.sustainableubuque.com](http://www.sustainableubuque.com)

### Sponsors:



Winneshiek  
Energy District



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