



TVA VALLEY SUSTAINABLE COMMUNITY PROGRAM

WAYNE COUNTY  
SUSTAINABLE INVENTORY AND MARKETING MESSAGES

OCTOBER 2013





## Program Overview

The Valley Sustainable Communities Program initiated by TVA Economic Development provides a framework and structure to assist communities in making the commitment necessary to demonstrate the role sustainability plays in their areas as they work with existing and new companies. The program offers communities assistance in developing and implementing sustainability initiatives that not only serve to make the community more competitive, but also support TVA's environmental policy. Boyette Strategic Advisors (BSA) was engaged by TVA Economic Development to develop and assist in the management of the program.

The program's components allow communities to meet environmental, economic and social goals and be more competitive for investment. Components of the program address the following topics:

### Preparation

- Sustainability Planning
- Community Participation and Education

### Economic

- Business Competitiveness
- Land Use and Zoning
- Local Economies

### Environmental

- Energy Efficiency
- Transportation
- Natural Resources
- Waste Management
- Water Conservation

### Societal

- Climate Protection/Air Quality
- Green Design and Construction
- Health and Wellness
- Education, Culture and Historic Preservation

To provide flexibility for communities, the program offers three levels of qualification based on a points system that allows participating communities to choose the portions of the program they believe will be most beneficial to their efforts. Communities will earn points in 15 categories by implementing specific policies and practices that contribute to overall sustainability, with an emphasis on those components that directly impact economic development efforts and/or the success of existing businesses in the community. Qualification levels are Platinum, Gold and Silver. Communities can also earn points in the Innovation category for activities that do not fall under the 15 other categories.



For communities with populations of 50,000 or less, the requirements would be to complete fewer required components at each level to qualify. In addition, the opportunity for qualification is also available to communities that already have sustainability programs in place by simply conducting an inventory of those programs.

Measures are worth 5, 10 or 15 points, depending on their difficulty and overall impact to economic development, and the maximum number of points that can be earned is 765, not including additional points for the Innovation category.

Communities have the opportunity to enter the Valley Sustainable Communities program through two avenues. The first, referred to as the Existing Program application process, is designed for communities that already have a significant sustainability program in place, and simply involves evaluation of those programs and recognition of those communities for their commitment to sustainability. The other avenue, referred to as the New Program application process, offers communities without an existing sustainability program to develop a Sustainability Plan that leads to recognition at one of the three program levels.

Wayne County entered the program as an Existing Program Applicant.

## Qualification Level

Based on all of the activities and initiatives outlined below, Wayne County qualifies at the Silver Level.





## Inventory

Whether applying as an Existing Program Applicant or New Program Applicant, an inventory of all current sustainable activities occurring in the community will be assessed. The information found below related to Wayne County was gathered through in-person discussions with members of the community’s Sustainability Team, information provided by the primary community contact and online research conducted by BSA. Please note that although BSA believes this is a very comprehensive inventory of all sustainability activities/initiative occurring in Wayne County, there may be some activities that were not captured.

## Preparation

### *Initial Qualification*

Before applying and being selected to participate in the Valley Sustainable Communities Program, the community must obtain Mayor support and form a Sustainability Team. Wayne County accomplished both of these tasks as follows:

- In the Wayne County application, it was stated that the county and all three city governments are supportive of sustainability initiatives and have made efforts to improve their individual communities and the county. The County Executive, who is also the Joint Economic Development Board (JECDB) Chairperson, Jason Rich, is also on the Sustainability Team.
- Wayne County has formed a Sustainability Team with the following team members:

Name	Organization
Johnny Barksdale	Soil & Conservation
Harvey Baker	Planned Community Resident
Don Doran	Tennessee Valley Electric Cooperative
Stephanie Fitton	Collinwood Public Utilities
Phil Garner	Buffalo River Services
Robert Hayes	Wayne County Solid Waste Facility
Cissy Holt	Columbia State Community College
Doug Kalmer	Plants Plus-Sun Art Studio (Solar Technology)
James Kelly	Wayne County Forestry Association
Rena Purdy	Wayne County Chamber of Commerce
Jason Rich	County Executive/JECDB Chairperson
Charlotte Smith	Wayne County University of Tennessee Extension/4H
Dean Stegall	Wayne County Health Council
Paul Whaley	Tennessee Division of Forestry



### *Sustainability Planning*

A community must first make a commitment to a sustainability program and develop a plan to ensure the program is effective. Wayne County has completed the activities below to help ensure that a solid foundation is in place as the community further expands its sustainability initiatives.

- Working with BSA as part of this program, Wayne County has received this Sustainable Inventory of their current sustainability programs/initiatives.
- Working with BSA as part of this program, Wayne County has received Sustainability Marketing Messages focused on their current sustainability programs/initiatives that would be most important to business/industry considering locating or expanding in Wayne County.

### *Community Preparation and Education*

Educating the public and making resources available to assist residents helps to ensure that the community embraces sustainable activities and programs. Wayne County and its partners have completed the activities below, providing a framework for engaging the community in sustainability initiatives.

#### School-based Sustainability

- Wayne County Schools participated in the 2012 Keep America Beautiful Recycle-Bowl. Recycle Bowl is a free competition and benchmarking tool for K-12 school recycling programs to promote waste reduction activities. Schools from all across the nation compete in a race to collect the most recyclables. The Wayne County Litter Program and the Wayne County Solid Waste Facility encouraged schools to participate. Participants tracked and reported how much material (cans, bottles, and paper) they collected during the four-week competition.

During the competition, Solid Waste employees did pick-ups twice or more a week to collect each school's recyclables. The Wayne County Litter Program awarded the top performing school with \$100 cash; second place \$75 cash; and third place \$50 cash. The top-performing homeroom in the county also received \$100 cash, along with prizes for each of their homeroom students. Over the four-week period, Wayne County students collected 17,141 pounds of recyclables. Plans are underway for a 2013 event.

- The city of Clifton participates in annual recycling awareness projects including a unique parade of recyclable costumes made by local school children. The local school children create costumes of recyclable items, parade down Main Street to Frank Hughes School (K-12) where they remove their costumes, placing each item in its proper recycling bin.



- The Wayne County University of Tennessee (UT) Extension Service does an annual chick distribution to 4H students providing information on proper care and handling techniques in order to engage youth and continue the farming heritage of the area.
- The Tennessee Resource Conservation and Development Council (TN RC&D Council) sponsors Envirothon, an environmental competition in which high school students demonstrate their knowledge of environmental science and natural resource management. The teams, each consisting of five high school students, exercise their training and problem-solving skills in a competition centered on four universal testing categories (i.e., soils/land use, aquatic ecology, forestry, and wildlife) and a current environmental issue. The teams can advance through local, regional, state, and national competitions. High school students in Wayne County have participated in Envirothon since 1993.
- The Wayne County 4H/UT Extension Service offers energy education in 5th and 6th Grade classrooms using the National Energy Education Development (NEED) project grant and National Energy Education Development curriculum. The NEED curriculum promotes an energy conscious and educated society through multi-sided energy education programs.
- Farm–City Day, organized through the Wayne County Soil Conservation District, is an annual event for all second graders in Wayne County (200 to 250 students) focused on teaching about agriculture, life and safety issues on the farm. Many area agencies including Tennessee Valley Electric Cooperative (TVEC), Tennessee Wildlife Resources Agency, Wayne County UT Extension Service, Wayne County, the Tennessee Forestry Association and a local veterinarian in the county participate. The event celebrated its 18<sup>th</sup> year in September 2013 with each organization hosting a booth teaching students about nutrition, what happens on the farm, animal health and well-being, safety around electricity, proper forestry management, safety around four wheelers (new in 2013), etc. The purpose is to expose children to farm life.

#### Community Outreach Programs

- The Wayne County Forestry Association develops sustainable land use and forestry management practices for landowners, including a forum/panel for the industry to discuss and educate landowners about the importance of sustainable forestry management.
- The Wayne County Forestry Association, in conjunction with the Wayne County UT Extension, hosts monthly and annual meetings with experts in their individual fields to help educate its members and the general public about sustainability topics.
- Project Learning Tree Tennessee is co-sponsored by the Tennessee Forestry Association and the Tennessee Division of Forestry. Project Learning Tree provides formal and non-formal educators with curriculum, materials, and training in environmental education. Workshops take place at



various locations throughout Tennessee.<sup>1</sup> The Wayne County Forestry Association hosts Project Learning Tree on an annual basis.

- The Wayne County Forestry Association also hosts an annual Field Day, where landowners are brought in for live demonstrations such as “How to Grow Healthy Hardwoods.”
- The Wayne County Forestry Association and the Wayne County Chamber co-hosted a Festival of Trees in 2012 to educate the public on various organizations within the community that focus on tree and community preservation. A Blue Spruce was decorated in natural ornaments including those made by a fellow wood craftsman who gave demonstrations on wood-carving during the month-long event. Thirty other nonprofit organizations decorated Christmas trees in themes relating to each organization’s charitable cause. The 2014 Festival of Trees will highlight the importance of proper forest management through a display of trees highlighting wood products manufactured in Wayne County. All nonprofits will again be invited to participate and for-profit businesses will be allowed to display a tree inside the court house on a first come basis while room is available.
- The Wayne County Forestry Association also provides the public with information on the Tree Farmer Certification process.
- The Wayne County UT Extension provides continuous education and support to all persons interested in forestry and agriculture, including the hosting of chicken tractor workshops that educate the public on the importance of these moveable chicken houses.
- Wayne County supports a local recycling education program where annual recycling grant monies are used to educate the community through lessons and distribution of commonly used items made from recycled materials.
- In April 2010 students at each of the five campus locations of Columbia State Community College (CSCC), including the campus in Clifton in Wayne County, participated in and assisted with the implementation of the “Go Green” event, which honored the college's achievements and commitments towards sustainable business practices, as well as promoted sustainable discussions among students and employees.<sup>2</sup>
- Brown Forman Cooperage, a local Zero-Waste company, commits itself to an annual Earth Day project involving its employees in community-related projects. Past projects have included educational programs within the local school, cleanup of landscaping areas around court square, and tree and flower plantings.



## Economic

### *Business Competitiveness*

Many companies today have indicated and shown a strong commitment to sustainability. Activities in this category should be focused on increasing a location's economic development competitiveness by offering programs of importance to current and potential new businesses. Wayne County does not currently have significant programs related to sustainability in the business competitiveness category but this should be a future area of focus.

### *Land Use and Zoning*

How a community manages new development and use of existing land is a key component of a sustainability program. Wayne County is not currently pursuing many land use and zoning activities that positively contribute to sustainability in the county but this should be a future area of focus.

### *Local Economies*

Encouraging residents to support local businesses and buy locally not only boosts the success of the businesses, but also reduces travel and the overall impact on the environment. Wayne County and its partners have the following programs in place that support local economies.

### Farm to Table

- There is no existing Farmers' Market in Wayne County, but the city of Clifton and Waynesboro are planning to establish a small Farmers' Market in the near future.
- Local tomato and blueberry producers and weekly produce vendors are present in each community (roadside stands).
- Local grocers and restaurants often offer local produce in establishments, further supporting the local farmers in Wayne County.
- There are a number of local privately owned food producers in the county including Tomina Farm, which are producers of heritage breed cattle; Bonnie Blue Farm, which produces award-winning goat cheese; and Dunmire Hollow Community, an intentional community and grower of cultured raspberries.
- The Wayne County UT Extension Service has a greenhouse where it grows its own vegetables, and it also distributes fruit trees to local citizens.





## Local Products Directory

The *Wayne County News* has published a local products directory. <sup>3</sup>

## Environmental

### *Energy Efficiency*

Energy efficiency initiatives are often among the first to be addressed by community sustainability programs. The activities below outline opportunities to assist both residents and businesses, which seek to be more energy efficient that have been implemented in Wayne County.

### Green Power Providers Program

- Wayne County, through the Tennessee Valley Electric Cooperative (TVEC), is a participant in the Green Power Providers Program, which is a TVA sustainable renewable energy program that offers consumers, businesses and industries the option to build renewable generation with a maximum project size of 50 kilowatts.

### Energy Audits and Other Programs

- TVEC offers an energy-efficient building program where TVEC professionals assist residents with their building decisions by inputting new home building specifications into a computer program that generates the expected efficiency of the home, and then provides suggested plan upgrades based on the results. <sup>4</sup>
- TVEC offers heat pump financing, as well as cash incentives for installation, and also offers cash back for purchasing a new electric water heater. <sup>5</sup>
- TVEC also participates in the TVA [energyright.com](http://energyright.com) program where residential customers can receive a complete free online energy evaluation, and for a more in-depth information, can schedule an in-home energy evaluation, conducted by a TVA-certified evaluator. <sup>6</sup>
- Through the Comprehensive Services Program (CSP), TVA and TVEC provide engineering and technical assistance for commercial and industrial customers at no charge. CSP covers all areas of energy use, including lighting, HVAC, wiring, water heating, industrial processes, load management, and commercial cooking with the following services: <sup>7</sup>
  - Lighting - Studies provide recommendations for the design of lighting systems in such places as sports fields, roadways, parking lots and commercial and industrial plants.
  - HVAC - Heating, ventilation, and air-conditioning studies examine the sizing of HVAC equipment, offer heating-and-cooling system comparisons, investigate problems with existing



systems, and provide recommendations for improvement.

- Metering – TVEC will install temporary metering equipment to gather data on facility electrical usage.
- Wiring and Electrical Distribution Equipment – Studies analyze the facility's distribution system, including the sizing of wiring and equipment, and provide recommendations for system improvement.
- Energy Audits of Business - General survey of energy use in a facility and recommendations on energy management opportunities, process, and facility improvements.
- Food Services - Examine food storage, preparation, and cooking, with recommendations on equipment, area design, ventilation, and heat reclaim.
- Power Quality - Studies address voltage problems originating inside or outside the facility that adversely affect the end user.
- Process Recommendations - Examine the procedures for producing a product, such as materials handling, shipping, receiving, product flow, and energy utilization.
- Power Factor - Metering and recommendations to correct for low power factor.
- Grounding/Lighting - Grounding study, grounding testing, and lightning-protection recommendations.
- Infrared Scans - Infrared scans of electrical equipment such as transformers, breakers, bus and conductor connections for hot spots, as well as scans for facility heating-and-cooling loss.
- Industrial Expansion Services - Assistance in planning for facility expansions, including rates and services available.
- Demand-Side Management - Monitoring and testing electrical systems and recommendations related to managing peak demand.
- Water Heating - Studies explore heat-pump water-heater applications, standard energy-efficient water heaters, and cost comparison of electric versus fossil-fuel systems.
- Special End-Use Projects - Special projects to meet specific and unique needs of commercial and industrial customers.
- Ultrasonic Testing – Locates leaks in water, steam, air and vacuum systems.

#### Energy Audits of Government Facilities

- A number of energy audits have been conducted of government facilities in Wayne County including the courthouse, which had its interior lighting retro-fitted through the Tennessee Loan Program, as well as the public schools.
- The new Criminal Justice Center in Wayne County was built to be energy efficient.



### Energy-Efficient Lighting

- Wayne County converted from T12 to T8 bulbs in 2007 in the county courthouse. When the Criminal Justice Center was constructed in 2010, T8 bulbs were also installed at that location.
- Only the main intersection light in the city of Collinwood is LED but all three cities use lower wattage, higher efficiency bulbs in their streetlights, although the bulbs are not LEDs due to the initial cost of conversion.
- The Clifton campus of Columbia State Community College has retrofitted existing lighting fixtures on campus with new, energy efficient lamps and electronic ballasts. The campus has also installed a higher efficiency heating and cooling system.<sup>8</sup>

### *Transportation*

Limiting the number of cars on the road and ensuring that those vehicles are as efficient as possible can significantly reduce environmental impact. Wayne County or its municipalities have implemented many transportation initiatives to reduce environmental impact.

### Bicycle and Pedestrian Friendly Policies

- Over the next year, the city of Clifton will be investing in the community by extending sidewalks to the Clifton Marina, and supporting outside funding in the completion of major grant projects that will provide the community improved pedestrian access on Main Street.<sup>9</sup>
- The city of Waynesboro is considering making the square more bicycle friendly and has budgeted for more sidewalks.
- In July 2005, Congress passed federal legislation that established a National Safe Routes to School (SRTS) program to improve safety on walking and bicycling routes to school and to encourage children and families to travel between home and school using these modes. Safe Routes to School programs operate in all 50 states and D.C. Children benefiting from SRTS funds live in urban, rural and suburban communities representing varying income levels and a range of walking and bicycling conditions.<sup>10</sup> Wayne County participates in the SRTS program.

### Green Fleet Policy

CSCC uses hybrid vehicles for couriers.



### *Natural Resources*

Protection of natural resources is a key component of any sustainability initiative. Although Wayne County does have a number of educational programs previously described that contribute to protection of natural resources, there are no other formalized programs that really address the enhancement of natural spaces and protection of existing resources.

### *Waste Management*

Managing and reducing waste that goes into landfills is often a centerpiece of sustainability programs. Wayne County and its cities have the following waste management initiatives in place.

### Recycling Services to Residents and Businesses

- The Wayne County Solid Waste Recycling Facility (WCSWRF) is ranked in the upper half of Tennessee counties in pounds per day per person of recycled materials including glass, tin, aluminum, scrap metal, white goods (appliances), OCC (cardboard), newsprint, office paper, school mix paper, PET plastics bottles, HDPE plastics, tires, and used oils.
- The WCSWRF provides single-stream curbside recycling service to all three cities (Waynesboro, Clifton, and Collinwood) and the county weekly. The WCSWRF is applying for a grant to purchase a new vehicle to expand OCC pickup. If the new vehicle is acquired, 74 businesses have already committed to participate in the expanded OCC pickup program.
- Buffalo River Services (BRS) provided the first recycling facility in the Wayne County region. Four BRS clients pull recyclables out of the waste line at the WCSWRF to prevent them from going into the landfill.
- The first recycling grant Wayne County ever received was from TVA for recycling trailers that are still in use today and enabled the expansion of the steel can pickup from various institutions. Drivers will actually come to one's home to pick up appliances and large furniture items to keep them out of the dump.
- Wayne County has been recycling in the public schools for more than 20 years. Each classroom, office and gym in Wayne County is supplied with a 10-gallon recycling container and recycle bins are utilized at all high school athletic events.
- The city of Clifton offers a variety of sanitation services through their contract with HCG Sanitation. The most utilized service is residential garbage collection. Curbside garbage collection is provided on Wednesday of each week at a charge of \$3.25 per month. Larger business containers can be scheduled to be picked up one, two, or three times per week at a charge of \$6.50 per month for once weekly collection. Additional recycling and larger item



collection is coordinated through the WCSWRF. <sup>11</sup>

### Recycling Drop Off Locations for Electronics, Batteries and Cell Phones

- Wayne County operates a recycling drop off location at the WCSWRF for electronics, batteries and cell phones.

### Materials Reuse

The city of Clifton operates a wood recycling program. Debris must be smaller than 12 inches in diameter and be free of any other types of material. Citizens may contact City Hall to schedule curbside brush collection or they may bring wood debris to the Public Works Facility at any time throughout the year. The chipped product resulting from this program is used in local landscaping, stockpiled to create nature trails, and made available to the public when quantities allow at no charge. <sup>12</sup>

### *Water Conservation*

In addition to other natural resources protection, water conservation should specifically be addressed in sustainability programs. Wayne County and the community college are doing the following related to water conservation.

### Watershed Protection Policies and Activities

- A water expansion project connecting all three cities is underway, which will expand the current water lines to an additional 30 miles of water lines, interconnecting the cities of Clifton, Collinwood, and Waynesboro and Wayne County lines. Municipalities will be able to transfer water supply from one another during drought conditions or other emergencies while expanding treated water availability to underserved citizens.
- The tanks at the new wastewater treatment facility in Waynesboro will be able to contain twice as much wastewater as the present facility. The new facility is scheduled for completion in Summer 2014. <sup>13</sup>
- The Clifton campus of Columbia State Community College has initiated a number of water savings strategies including installation of high volume toilets, replacement of urinals and showerheads with lower flow units, and retrofitting of lavatories with water saving aerators. <sup>14</sup>

## Societal

### *Climate Protection/Air Quality*

Wayne County has not developed a Climate Action Plan focused on reducing greenhouse gas emissions and has not completed a community carbon footprint and reported results.



### *Green Design and Construction*

Both commercial and residential construction activities are moving toward green design initiatives, which impact a variety of sustainable areas. Wayne County is not currently conducting any activities that support and encourage green design and construction.

### *Health and Wellness*

The overall health of a community's residents is an important part of a commitment to sustainability. The activities below address greenspace, workplace wellness and other programs implemented by Wayne County and its partners that contribute to a healthy community.

### Greenspace

- There are more than 44,268 acres of land in Wayne County that are Tennessee Wildlife Management Areas.<sup>15</sup>
- There are approximately 22,000 acres of privately owned land at the Eagle Creek Hunting area leased by the state and provided to the county as hunting ground.
- Natchez Trace is another federally owned park in the county.
- The city of Clifton Parks and Recreation Department operates three park facilities, as well as maintains numerous landscaping projects throughout the city.<sup>16</sup>
- The city of Clifton has expanded recreational services at the Clifton Recreation Park with a paved walking trail. An application to the state of Tennessee for grant funding assisted in the development of the walking trail.<sup>17</sup>
- Clifton operates a total of 30 acres of park space in addition to TVA land, which the city holds a permanent recreation easement.
- The city of Collinwood maintains three city park complexes.<sup>18</sup>

### Connect Greenspace and Trails

- The Tennessee River Trails Association (TRTA) is a nine-county organization, including Wayne County, focused on improving economic development through increased recreation and tourism. The Tennessee River Trail Route has been established through TRTA. It was one of 16 trails highlighted in the Tennessee Department of Tourism Development (TDTD) Trails and Byways brochure. The TDTD has posted the trail brochure online and began other online marketing of the Trail in January 2013.
- The TRTA has completed its own website, classroom guide and audio tour, all available at:



[www.DriveandDiscover.com](http://www.DriveandDiscover.com).

- The Tennessee River Trail Route is in line for three more grants as a National Scenic Byway. The next two grants that were contracted before December 2012 included a Plan for Gateway Communities and signage and kiosks for trail information. A third grant has been awarded to develop a bike/pedestrian plan for the region including Wayne County.
- The Tennessee River Trail route includes the cities of Clifton, Waynesboro and Collinwood.<sup>19</sup>

#### Community Trails Program

- All three communities in Wayne County have been active in creating walking trails and participate in the Walk to School program through added and updated sidewalks and lighting.

#### Community Wellness Program

- The Wayne County UT-Extension Service Sustainable Tennessee program uses a combination of education and technical assistance to equip individuals and communities with the capacity to address pressing concerns within a social, economic and environmental context.
- The Wayne County Family and Consumer Sciences Advisory Committee consists of two teachers, two parents, a nurse, the city manager, chamber director, health educator, Family and Community Education member and grandmother, and one 4-H member. The Wayne County advisory board's needs assessment survey ranked poverty, health related issues, and drug addiction as the top issues facing the community. The advisory committee members all agree the community needs the skills necessary to get out of poverty and live healthier lifestyles and take measures to structure programs and activities to meet these needs. Some of these programs include:
  - Worksite Wellness Program for County Employees - eight-week program
  - Living Well with Chronic Conditions and Take Charge of Your Diabetes - six-week workshop
  - Walk Across Tennessee - eight-week walking program
  - Canning College Workshops
  - Modeling Club- teaching life skills including comparison shopping, nutrition, posture, etiquette, poise and confidence and budgeting to youth
  - 4-H Health Rocks Program - Anti drugs and alcohol
  - Eat 4-Health - Program promoting healthy living, including eating local fresh fruits and vegetables, eating healthy and staying fit



- Arthritis Foundation Exercise Program

#### Assistance to Business to Create Workplace Wellness Programs

- The Wayne County UT-Extension Service developed an eight-week Worksite Wellness Program for county employees that they are planning to expand to other local businesses.

#### *Education, Culture and Historic Preservation*

Involving educational and cultural institutions in sustainability initiatives provides mechanisms for involving more people from across the community. Wayne County and its communities are engaged in the following educational, cultural and historic preservation activities.

#### Downtown Revitalization Program

- The cities of Clifton and Waynesboro were chosen to participate in round 3 of the Tennessee Downtowns Program.
- A steering committee was developed and each community applied for and was rewarded a reimbursable grant to use toward the revitalization of their downtowns.
- Clifton will use monies for local business mini-grants, a day dock at the end of Main Street and a pocket park.
- Waynesboro will use monies toward a 50/50 match grant for local businesses and vacant building owners to enhance the shopping experience in the downtown area, to create signage and increase pedestrian safety in the downtown district.

#### Sustainability Curriculum at Local Higher Education Institutions

- Columbia State Community College, which has a satellite campus in Clifton in Wayne County, has a dedicated sustainability focus.
- Columbia State Community College began offering *Sustainability in the Curriculum* workshops in February 2012 with the goal of giving faculty members the opportunity to discuss the concept of sustainability and its relevancy to their focused discipline with their own college peers. Several courses now have incorporated sustainability into their curriculums.<sup>20</sup>
- Columbia State Community College offers the following online open enrollment programs in sustainability through its partnership with ed2go:<sup>21</sup>





- Biofuel Production Operations
- Building Analyst Quick Start Program (BPI BA Certification)
- Certified Green Supply Chain Professional
- Certified Indoor Air Quality Manager
- Certified Indoor Environmentalist
- Natural Gas Plant Operations
- Performing Comprehensive Building Assessments
- Principles of Green Buildings
- Senior Certified Sustainability Professional
- Solar Power Professional
- Wind Energy Apprentice

#### Sustainability Recognition for Local Higher Education Institutions

- Columbia State Community College is a member of the Association for the Advancement of Sustainability in Higher Education, an association of colleges and universities working together to create a sustainable future.<sup>22</sup>



## Sustainability Marketing Messages

The following Sustainability Marketing Messages are focused on Wayne County's current sustainability programs/initiatives that would be most important to business/industry considering locating or expanding in the county.

- The Tennessee Valley Electric Cooperative (TVEC), which serves Wayne County, provides engineering and technical assistance for commercial and industrial customers at no charge. TVEC conducts studies and makes recommendations to improve energy efficiency in areas such as lighting, HVAC, wiring and electrical distribution equipment, food services, power quality, and water heating. TVEC also offers full energy audits of facilities and many other services.
- The Wayne County Solid Waste Recycling Facility is ranked in the upper half of Tennessee counties in pounds per day per person of recycled materials including glass, tin, aluminum, scrap metal, white goods (appliances), OCC (cardboard), newsprint, office paper, school mix paper, PET plastics bottles, HDPE plastics, tires, and used oils.
- The Wayne County Solid Waste Recycling Facility provides curbside recycling service to all three cities (Waynesboro, Clifton, and Collinwood), and is applying for a grant to purchase a new vehicle to expand OCC (cardboard) pickup.
- Wayne County has been recycling in the public schools for more than 20 years.
- The Wayne County University of Tennessee Extension Service developed an eight-week Worksite Wellness Program for county employees that they are planning to expand to other local businesses.
- The cities of Clifton and Waynesboro were chosen to participate in the Tennessee Downtowns Program, and each community was awarded funding to use toward the revitalization of their downtowns.
- Columbia State Community College, which has a satellite campus in Clifton in Wayne County, has a dedicated sustainability focus, including offering online courses in sustainability and incorporating principles of sustainability across the curriculum.



## Observations

- Wayne County is doing a number of things in the area of community outreach related to sustainability, but one fairly easy next step in this area is to develop a Community Guide to Sustainability that would be posted on the county's website, as well as the websites of each of the individual cities.
- Wayne County should focus on expanding its efforts in the farm-to-table area by developing a farmers' market in downtown Waynesboro. In order to help fund the farmers' market, Wayne County should consider hosting and selling tickets to an annual or bi-annual dinner party in downtown, where local farmers provide the produce and local chefs cook the meal.
- Although Wayne County does have a number of educational programs that contribute to protection of natural resources, there is not any other formalized programs that really address the enhancement of natural spaces and protection of existing resources. All three communities in Wayne County should apply for designation under the Tree City USA Program, which is a national program that provides the framework for community forestry management for cities and towns across the United States. To achieve Tree City USA status, a community must maintain a tree board or department, have a community tree ordinance, spend at least \$2 per capita on urban forestry and celebrate Arbor Day.
- Another area that Wayne County should explore, which relates to the protection of natural resources as well as farm-to-table, is the development of a community garden program in each of its three communities, as well as at the public elementary schools. The Wayne County UT-Extension Service may be the best organization to lead this initiative.
- Wayne County should consider adopting new land use plans to encourage sustainability.
- Wayne County does not currently have any significant programs related to sustainability in the business competitiveness category, but this should be a definite future area of focus. One of the first steps may be to implement a sustainable business support program focused on raising awareness, educating and motivating local companies to pursue sustainability as a competitive business strategy.



## Endnotes

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- <sup>1</sup> <http://eintennessee.org/net/org/info.aspx?s=50735.0.0.37935>
- <sup>2</sup> <http://www.columbiastate.edu/Sustainability-Student-Participation>
- <sup>3</sup> [http://www.waynecountynews.net/pages/business\\_directory](http://www.waynecountynews.net/pages/business_directory)
- <sup>4</sup> <https://www.tvec.com/residential.html>
- <sup>5</sup> <https://www.tvec.com/residential.html>
- <sup>6</sup> <https://www.tvec.com/residential.html>
- <sup>7</sup> <https://www.tvec.com/commercial.html>
- <sup>8</sup> <http://www.columbiastate.edu/Sustainability-Facility-Initiatives>
- <sup>9</sup> <http://www.cityofclifton.com/city-managers-message>
- <sup>10</sup> <http://www.saferoutesinfo.org/about-us/mission-and-history>
- <sup>11</sup> <http://www.cityofclifton.com/services/solid-waste-management>
- <sup>12</sup> <http://www.cityofclifton.com/services/solid-waste-management>
- <sup>13</sup> [http://www.cityofwaynesboro.org/utilities.htm#Waynesboro\\_Waste\\_Water\\_Treatment\\_Facility](http://www.cityofwaynesboro.org/utilities.htm#Waynesboro_Waste_Water_Treatment_Facility)
- <sup>14</sup> <http://www.columbiastate.edu/Sustainability-Facility-Initiatives>
- <sup>15</sup> <http://tn.gov/twra/region2/region2wmas.html>
- <sup>16</sup> <http://www.cityofclifton.com/services/parks-a-recreation>
- <sup>17</sup> <http://www.cityofclifton.com/services/parks-a-recreation>
- <sup>18</sup> [http://www.cityofcollinwood.org/parks\\_and\\_recreation.asp](http://www.cityofcollinwood.org/parks_and_recreation.asp)
- <sup>19</sup> <http://www.tennrivertrails.com/about.htm>
- <sup>20</sup> <http://www.columbiastate.edu/Sustainability-Educational-Initiatives>
- <sup>21</sup> <http://www.columbiastate.edu/ed2go-Online-Courses>
- <sup>22</sup> <http://www.columbiastate.edu/Sustainability>