Sustainable
Land Development
International

Proposal to Assist with the Successful Implementation of the Obama-Biden Plan

December, 2008

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December 12, 2008

President-elect Obama, the Obama Administration and Transition Team;

On behalf of **Sustainable Land Development International (SLDI),** I have the honor of sharing with you a vision of the future which is held by thousands of professionals who, hopefully, will be directly involved in executing significant portions the Obama-Biden Plan as outlined on the www.Change.gov website. We are the entrepreneurial developers, engineers, builders, planners, architects, financiers, attorneys, and others in private and public service, who deliver practical solutions to some of the most important social, environmental and economic issues we face.

We accept your offer to "join in the work of remaking the nation," and seek your assistance in broadly implementing a practical and comprehensive sustainable development decision model and best practices system; and providing the requisite technology and training through "the deployment of modern communications infrastructure to improve America's competitiveness and employ technology to solve our nation's most pressing problems."

In answer to your call for sustainable development to combat the current crises, SLDI respectfully offers a holistic solution that balances the needs of people, planet and profit - for today and future generations. SLDI, a developer-led and cooperatively-owned technology and information-resource association, stands ready to transform the industry that creates the very infrastructure of our civilization.

Sustainable development in the U.S. starts with our national infrastructure, and we must be aware that this investment demands sustainable principles and practices from a triple-bottom-line perspective. If our infrastructure is unsustainable, ultimately nothing else can be. SLDI is delivering the practices and processes, as well as the knowledge, skills, relationships and technologies required to implement them in a comprehensive way. In addition to the world's first and only comprehensive sustainable land development decision model and best practices system, the innovative and transformative technologies and services SLDI provides include clean and renewable energy, green building, ecosystem restoration, carbon sequestration, soil enhancement, water purification and retention, and many others.

In this proposal, we offer specific ideas on how SLDI constituents and the SLDI sustainable land development decision model and best practices system can deliver solutions to the multitude of national and global crises we face today. Further, we humbly submit a number of published works which provide information about SLDI and the philosophies we espouse on behalf of our membership.

Sincerely,

Anthony J. Wernke
President
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SLDI References

Sustainable Land Development International
Sustainable Land Development Today
Sustainable Urban Redevelopment
Breakthroughs Events
SLDI Knowledge Project
Latest SLDI Newsletter
The Need for Industry Leadership
People, Planet and Profit
Beyond Buildings
SLDI's Strategic Plan
Achieving Sustainable Land Development
Building a Bridge to a New Global Culture

Introduction

This proposal is in response to President-elect Obama and Vice President-elect Biden's plan (http://change.gov/agenda/) to "challenge the status quo in Washington and to bring about the kind of change America needs."

In addressing the economic crisis, the President-elect said, "Beyond any immediate actions we may take, we need a recovery plan for both Wall Street and Main Street, a plan that stabilizes our financial system and gets credit flowing again, while at the same time addressing our growing foreclosure crisis, helping our struggling auto industry and creating and saving 2.5 million jobs – jobs rebuilding our infrastructure, our roads, our bridges, modernizing our schools and creating the clean energy infrastructure of the 21st century."

In concluding, Obama described his plans by specifically injecting the word "sustain(able)" five times: "Not only do I want the stimulus package to deal with the immediate crisis. I want it also to lay the groundwork for long-term sustained economic growth. We've got to make sure that the investments are made to sustain economic growth over the long term…And then what we also have to do as part of this package, and this is going to be one of the major charges to my economic team, is that we reform how business is done in Washington and how the budgeting process works, how projects are done, so that we have a path towards a sustainable and responsible budget scenario down the line…So the way to think about it is, short term we've got to focus on boosting the economy and creating 2.5 million jobs, but part and parcel of that is a plan for a sustainable fiscal situation long term, and that's going to require some reforms in Washington. Any additional money that we put into the auto industry, any help that we provide, is designed to assure a long-term, sustainable auto industry and not just kicking the can down the road."

SLDI applauds the initiatives outlined herein and humbly submits it "Main Street" proposal to assist in their fulfillment to mitigate many of the risks and challenges inherent in the plan.

Follow the Money
On behalf of "Main Street," SLDI will be watching closely to see if the new U.S. President has the ability and political will to follow through when members of Congress push back as established coffers are inevitably threatened as a result of these proposed changes. Further, we will be watching closely to see if the needed public-private partnerships and policy decisions are made based on merit and are balanced to provide triple-bottom-line results.

In comparing Japan's recent history to those planned by Obama-Biden, the Washington Post reported that private-public partnerships may be vital to mitigating the risks and challenges we face today:

> "Even today, Japan is having trouble climbing out of its cement pit. At its high, in the mid-1990s, infrastructure spending accounted for 6 percent of its gross domestic product, double what the United States allocated for infrastructure in the '90s and still higher than what politicians are considering spending today.
>
> What lessons should the United States take away? It is wrong to assume that construction will guarantee a two-fer for the economy -- shining structures and redemptive growth. The private sector is often better than politicians at guessing what the market needs. And infrastructure projects demand so much political energy that there's too little energy left over for everything else. Congress might want to remember all this as it debates infrastructure funding in the coming months. An edifice complex seems more likely to petrify a country than to move it forward."

SLDI and the Obama-Biden Plan

Public-private partnerships and more importantly, a triple-bottom-line sustainable development umbrella, must envelop all components of the plan in a holistic way in order to effectively withstand scrutiny and win approval from all stakeholders.

SLDI brings the environmental stewardship and social initiatives that are needed together with the economic stimulus that will result from meeting the public's market-driven demands. Regardless of political affiliation, we all must accept President-elect Obama's offer to remake our nation, and collectively hold our leaders' – public and private – "feet to the fire" to deliver. SLDI, a developer-led and cooperatively-owned technology and information resource organization, is positioned to transform the industry that creates the very infrastructure of our civilization.

The SLDI definition of "sustainable land development" is: the art and science of planning, financing, regulating, designing, managing, constructing and marketing the conversion of land to other uses through team-oriented, multi-disciplinary approaches which balance the needs of people, planet and profit – for today, and future generations. SLDI's mission is to promote and enable such development worldwide.

Sustainable development starts with our global infrastructure. If it is unsustainable, ultimately nothing else can be. Following is how SLDI proposes to execute its mission to help the Obama-Biden team achieve its agenda.

SLDI and the Obama-Biden Plan

Each of the following sections highlights a section of the Obama-Biden plan (The complete plan outline can be found at: www.change.gov/agenda/.), and is followed by a brief description of how SLDI is ready and able to assist with the execution of that portion of the plan.

National Defense

A Pentagon study (http://www.monthlyreview.org/0504editors.htm) assessed the possible ramifications of climate change and continued environmental degradation to U.S. national security in the future if it is not adequately mitigated through environmental restoration practices. Many have argued persuasively that climate change is the single biggest threat to our national security. Violence and disruption stemming from the stresses created by needs for diminished natural resources such as energy, food and water may lead to increased confrontation. While certain groups seize and safeguard such resources for themselves, other vulnerable groups would fight for access to them. The shifting motivation for confrontation from ideology, religion and nationalism to a life-threatening need for survival would alter which countries are most vulnerable and the existing warning signs for security threats.

Within the Department of Defense, the US Army Corps of Engineers – the largest land developer in the world – has a unique opportunity to lead the charge toward sustainable land development principles and practices, and implement clean and renewable energy, green building, ecosystem restoration, carbon sequestration, soil enhancement, water purification and retention water retention technologies.

In fact, SLDI has been on the speaking panels of two recent conferences that focus on the re-use and/or adaptive use of government and military facilities, including the National Preservation Conference and the Department of Defense Legacy Program's national conference on historic military buildings.

Obama-Biden Plan

Promote global stability.

- Integrate military and civilian efforts;
- Create a Civilian Assistance Corps (CAC) comprised of doctors, lawyers, engineers, planners, agriculture specialists, and others.

SLDI Proposal

By integrating military and civilian efforts, working with SLDI toward the achievement of sustainable land development principles and practices in both private and public practice offers tremendous promise for the future. SLDI humbly offers its sustainable land development decision model, best practices system and implementation technologies for use as an industry standard methodology for all future development activities.

Regarding CAC, many of the professionals that will be volunteering actually fall under the auspices of SLDI. SLDI has a replicable business plan that could provide strong private-industry support for this initiative. .

Economy

Obama-Biden Plan

Take immediate action to create good jobs in America.

- Save one million jobs through immediate investments to rebuild America's roads and bridges and repair our schools.

SLDI Proposal

By working with SLDI, the US Government can assure that all infrastructure projects achieve the necessary sustainability to mitigate opposition from all sides of the aisle, and be of maximum short- and long-term economic, environmental and social value while also utilizing innovative techniques to achieve these goals.

Manufacturing and Green Jobs

Obama-Biden Plan

- Invest in our next generation innovators and job creators;
- Invest in a clean energy economy and create 5 million new green jobs;
- Create new job training programs for clean technologies;
- Boost the renewable energy sector and create new jobs through a federal Renewable Portfolio Standard (RPS).

SLDI Proposal

SLDI is working toward the development and distribution of clean and renewable energy opportunities, such as biofuels, wind, solar, geothermal, LP gas, hydrogen, and others. Through such technologies, and by championing green job creation and training, SLDI will work to enable the clean energy economy.

In addition to the energy sector, SLDI can organize and promote a number of sustainable technologies, such as green building, clean energy production, carbon sequestration, soil enhancement, low impact development, water purification and retention, urban forestry, and related fields which have a tremendous impact on the success of environmental restoration and the ultimate achievement of a carbon negative society.

Infrastructure

Obama-Biden Plan

Barack Obama and Joe Biden believe that it is critically important for the United States to rebuild its national transportation infrastructure -- its highways, bridges, roads, ports, air, and train systems -- to strengthen user safety, bolster our long-term competitiveness and ensure our economy continues to grow.

- Create a National Infrastructure Reinvestment Bank (NIRB).

SLDI Proposal

By integrating public and private efforts, working with SLDI toward the achievement of sustainable land development principles and practices offers tremendous promise for the future. SLDI humbly offers its sustainable land development decision model, best practices system and implementation technologies for use as an industry standard methodology for all future development activities in order to assure a well balanced and sustainable outcome.

SLDI also offers its cooperation with the new federal bank to assist with the comprehensive underwriting of future sustainable infrastructure projects. The SLDI Best Practices system offers the reporting capacity to efficiently deliver the necessary information about projects that enables the objective assessment of the financial, environmental and social value of all infrastructure projects.

Technology, Innovation and Creating Jobs

Obama-Biden Plan

Barack Obama and Joe Biden will increase federal support for research, technology and innovation for companies and universities so that American families can lead the world in creating new advanced jobs and products.

- Invest in the sciences;
- Make the Research and Development Tax Credit permanent;
- Deploy next-generation broadband to every community;
- Promotion next-generation facilities, technologies and applications;
- New tax and loan incentives.

SLDI Proposal

SLDI humbly submits a number of research assets and technology initiatives for the utilization benefit of the world's sustainability efforts. SLDI is developing and delivering a series of ground-breaking sustainable land development technologies and services that enable its industry-developed and peer-reviewed set of comprehensive sustainable land development best practices. These include the following:

SLDI Knowledge Project

The SLDI Knowledge Project™ utilizes Wiki technology (software that enables users to edit the content of a web page) to provide the infrastructure for the development of a dynamically evolving "encyclopedia" of sustainable land development knowledge. The Knowledge Project will provide the industry the opportunity to contribute to and reference an ever-evolving set of industry knowledge to benefit their ongoing project needs.

Co-Innovation

Equally as significant as the industry's ability to glean knowledge from others throughout the industry, however, is the opportunity for industry professionals to capitalize on the collective capability and genius of such a diverse group of professionals throughout the industry. Such access opens stakeholder-driven

innovation and creativity that will spawn new opportunities and business models. SLDI can help facilitate open dialogue among experts early in the ideation process and help establish partnerships with professionals throughout the industry to bring new ideas and technologies to market quicker than any party could do on their own.

The next twenty-five years of increasing globalization will provide tremendous opportunities to sustain world economic growth, raise world living standards, and enhance the ecosystems throughout the planet. Through the development and implementation of industry best practices with leading-edge technologies, SLDI is positioned as a global leader, tapping the torrent of human knowledge and translating it into new and useful applications for the future.

Renewable/Clean Energy Initiatives

Another huge opportunity in sustainable land development lies in renewable and clean energy. SLDI is partnering with a number of renewable and clean energy providers to offer developers the previously unavailable opportunity of Distributed Energy Self-Reliance.

Developments are on the brink of becoming completely energy self-reliant with renewable and clean heating, cooling and electricity.

Imagine a future with greater connectivity and less dependence on external energy sources. SLDI is positioned to deliver it.

Carbon Sequestration/Soil Enhancement/Water Purification Technology Initiative

The same patented technology that delivers distributed renewable energy also has other significant benefits for land development.

Biochar, a by-product of the biomass to energy production process, offsets man-made carbon emissions, as well as the water and soil problems that now exist with the ability to preserve and restore the ecosystems that have been exploited for centuries.

SLDI is once again uniquely positioned at the forefront of delivering it to the world.

SLDI Certified Project

The SLDI Certified Project™ certification technology is being designed specifically to provide project leaders maximum benefit, while at the same time be easy to use and implement.

Those are important characteristics that SLDI industry research indicates are not being adequately met by other programs which also tend to primarily address buildings and energy efficiency. Such programs do little to deliver comprehensive sustainable development for all stakeholders throughout the process.

It also provides the opportunity for a number of add-on technologies and resources that help development teams fulfill the best practices and earn certification for their project.

LandDev

Yet another important development SLDI has made is to negotiate distribution rights for LandDev, a powerful tool to help developers and project managers gain control over their land development project schedules and budgets, and much more.

MarketData

In terms of helping development teams achieve maximum financial results, SLDI is developing a powerful technology that will automate developers' access to vital market analysis information and data, which helps developers not only make better decisions up front, but also helps them communicate those decisions more effectively when packaging projects for lenders and/or investors.

What has historically cost development teams thousands of dollars in time and effort will soon be available with a 24-hour turnaround for just a few hundred dollars.

DealMaker

Dealmaker is a sophisticated web-enabled application that helps match developers needs with the partner that is best suited to meet those needs.

Land scarcity and increasing regulations have forced developers and consultants to forge new relationships, which places a premium on a comprehensive, efficient, full-disclosure, "apples-to-apples" partnering process.

SLDI Certified Professional

Another big opportunity for SLDI is the development of a web-delivered professional certification program.

Professionals throughout the industry can gain important knowledge about sustainable development, and SLDI has the opportunity to certify those professionals through a web-delivered educational program.

Small Business

Obama-Biden Plan

- Provide tax relief for small businesses and start-up companies;
- Create a national network of public-private business incubators.

SLDI Proposal

To practice sustainable urban re-development at its utmost, SLDI has established its corporate offices in a disadvantaged neighborhood in Dubuque, IA. Headquartered in Dubuque's warehouse district, a low-income, economically distressed area, SLDI is actively involved in the development of Dubuque's entrepreneurial neighborhood in the Warehouse District, an incubator for new and growing organizations. The master plan for Dubuque's Warehouse District calls for its revitalization to be an icon for holistic sustainable urban revitalization throughout the world.

Energy & Environment

Obama-Biden Plan

Deliver a new Energy for America plan.

- Help create five million new jobs by strategically investing $150 billion over the next ten years to catalyze private efforts to build a clean energy future;
- Within 10 years save more oil than we currently import from the Middle East and Venezuela combined;
- Put 1 million Plug-In Hybrid cars -- cars that can get up to 150 miles per gallon -- on the road by 2015, cars that we will work to make sure are built here in America;
- Ensure 10 percent of our electricity comes from renewable sources by 2012, and 25 percent by 2025;
- Implement an economy-wide cap-and-trade program to reduce greenhouse gas emissions 80 percent by 2050;
- Create millions of new green jobs;
- Ensure 10 percent of our electricity comes from renewable sources by 2012, and 25 percent by 2025;
- Deploy the cheapest, cleanest, fastest energy source – energy efficiency.
- Weatherize one million homes annually;
- Develop and deploy clean coal technology;
- Prioritize the construction of the Alaska natural gas pipeline;
- Implement an economy-wide cap-and-trade program to reduce greenhouse gas emissions 80 percent by 2050;
- Make the U.S. a world leader on climate change.

SLDI Proposal

The Obama-Biden Plan is perfectly aligned with SLDI's biofuel and carbon sequestration initiatives. SLDI proposes to work in conjuction with Obama-Biden to help make the U.S. a leader on climate change by offsetting carbon emissions to achieve a carbon negative society. This can be accomplished through a combination of renewable energy sources and the production of Biochar, a leading carbon sequestration technology which has the capacity to offset substantial portions of current carbon emissions.

SLDI intends to be a leader in distributing the knowledge and information – as well as perhaps some additional products and services – that will assist in encouraging the adoption of these new energy initiatives and opportunities.

Foreign Policy

Obama-Biden Plan

Provide energy security.

- Achieve energy security;
- Seek new partnerships in Asia.

SLDI Proposal

Domestic natural gas and propane, combined with renewable biofuels and wind energy, all of which SLDI is in process of ramping up delivery to communities throughout the country, can go a long way toward fulfilling this plan.

SLDI's global business plan can help deliver a comprehensive and consensus-building platform upon which to promote this type of partnering in Asia and throughout the world.

Homeland Security

Obama-Biden Plan

Protect our information networks.

Barack Obama and Joe Biden -- working with private industry, the research community and our citizens – will lead an effort to build a trustworthy and accountable cyber infrastructure that is resilient, protects America's competitive advantage, and advances our national and homeland security. They will:

- Strengthen federal leadership on cyber-security;
- Initiate a safe computing R&D effort and harden our nation's cyber-infrastructure;
- Protect the IT infrastructure that keeps America's economy safe;
- Prevent corporate cyber-espionage;
- Develop a cyber crime strategy to minimize the opportunities for criminal profit;
- Mandate standards for securing personal data and require companies to disclose personal information data breaches.

Modernize America's aging infrastructure.

- Build in security.
- Create a National Infrastructure Reinvestment Bank.
- Invest in critical infrastructure projects.

SLDI Proposal

SLDI's business plan would benefit tremendously by the completion of these homeland security initiatives, and is interested in providing private assistance. Security, technology and finance are all central components of the SLDI Best Practices System. Through the achievement of certification through the system, all infrastructure projects are assured of fulfilling these objectives.

Rural Communities

Obama-Biden Plan

- Encourage organic and local agriculture.
- Partner with landowners to conserve private lands.

Improve rural quality of life.

- Upgrade rural infrastructure.

SLDI Proposal

All of these objectives are sustainable agriculture/forestry related and are addressed by the SLDI Sustainable Land Development Best Practices system.

Service

Obama-Biden Plan

Enable all Americans to serve to meet the nation's challenges.
- Expand Corporation for National and Community Service;
- Show the world the best face of America.

Invest in the nonprofit sector.
- Create a social investment fund network;
- Social entrepreneurship agency for nonprofits.

SLDI Proposal

The SLDI mission and strategic plan addresses how America can solve its own problems and create a sustainable model for the rest of the world through social entreprenuership. Further, the SLDI Best Practices System includes credits for just the kinds of service the objectives outlined above, further focusing attention on the importance and value of serving our communities and building social capital.

Technology

Obama-Biden Plan

Barack Obama and Joe Biden understand the immense transformative power of technology and innovation and how they can improve the lives of Americans. They will work to ensure the full and free exchange of information through an open Internet and use technology to create a more transparent and connected democracy. They will encourage the deployment of modern communications infrastructure to improve America's competitiveness and employ technology to solve our nation's most pressing problems -- including improving clean energy, healthcare costs, and public safety.

Ensure the full and free exchange of ideas through an open Internet and diverse media outlets.
- Protect the openness of the internet;
- Encourage diversity in media ownership.

Create a transparent and connected democracy.
- Open up government to its citizens;

SLDI and the Obama-Biden Plan

- Bring government into the 21st century.

Deploy a modern communications infrastructure.
- Deploy next-generation broadband.

Improve America's competitiveness.
- Promote American businesses abroad;
- Invest in the sciences;
- Invest in university-based research;
- Make the R&D Tax Credit permanent;
- Ensure competitive markets;
- Protect American intellectual property abroad;
- Protect American intellectual property at home;
- Reform the patent system;
- Restore scientific integrity to the White House.

Prepare all our Children for the 21st century economy.
- Make math and science education a national priority.

Employ science, technology and innovation to solve our nation's most pressing problems.
21st-century technology and telecommunications have flattened communications and labor markets and have contributed to a period of unprecedented innovation, making us more productive, connected global citizens. By maximizing the power of technology, we can strengthen the quality and affordability of our health care, advance climate-friendly energy development and deployment, improve education throughout the country, and ensure that America remains the world's leader in technology. Barack Obama and Joe Biden will:

- Invest in Climate-Friendly Energy Development and Deployment.

SLDI Proposal

In order to develop and maintain a dynamic body of sustainable land development knowledge indefinitely, SLDI has leveraged the power of the Internet and developed the SLDI Knowledge Project, which provides all industry professionals and stakeholders the opportunity to contribute to and benefit from the overall sustainable development body of knowledge as it evolves on an on-going basis.

Through its cooperative legal structure, SLDI serves to diversify ownership of the various media and technologies it deploys on behalf of its membership. This ensures broad, diverse viewpoints and an international spectrum of contribution to sustainable land development principles, practices, knowledge and technologies.

Another area of practice within the SLDI Best Practices System is democratic governance opportunity on all scales, from neighborhood to community to state, national and even international levels. The SLDI Best Practices System can help enable technology development and encourage participation among citizens throughout the country, and ultimately the world.

SLDI and the Obama-Biden Plan

The SLDI Best Practices System and technology initiatives are a perfect fit for the achievement of the Obama-Biden plan.

Urban Communities

Obama-Biden Plan

Stimulate economic prosperity in our metropolitan regions.

- Support regional innovation clusters;
- Support job creation;
- Enhance workforce training;
- Increase access to capital for underserved businesses;
- Create a national network of public-private business incubators;
- Convert our manufacturing centers into clean technology leaders;
- Strengthen core infrastructure;
- Improve access to jobs;
- Invest in a skilled clean technologies workforce.

Housing

- Lower interest payments by creating a new mortgage interest tax credit;
- Increase the supply of affordable housing throughout metropolitan regions.

Livability of Cities

- Build more livable and sustainable communities;
- Control superfund sites and data;
- Use innovative measures to dramatically improve efficiency of buildings;
- Foster healthy communities.

SLDI Proposal

Each of the objectives cited in the Urban Communities section of the Obama-Biden Plan are consistent with – in fact, central to – the SLDI Best Practices System and the technologies SLDI is in process of developing. Through the execution of the System, SLDI can assist in the execution of these objectives.

In addition, SLDI can assist in communiticating this vision through its communication channels including *Sustainable Urban Redevelopment* and the SLDI News Service.

Conclusion

In summary, it is clear that the Obama Administration and SLDI have a mutual opportunity to help transform the country – in fact, the world – and place it on a path of sustainability. This unprecedented opportunity – at a time where a convergence of global crises has occurred – demands bold and decisive action.

"Sustainable development" was identified as the #1 idea for the next hundred years by *Time* magazine, in its March 24, 2008 cover article entitled "10 Ideas that are Changing the World." SLDI is leading the charge for this game-changing movement, having invested the last five years in developing and delivering practical solutions to some of the most important social, environmental and economic issues we face today.

SLDI delivers a practical and diverse product and service mix that promotes and enables land development worldwide that balances the needs of people, planet and profit, for today and future generations. What's more, SLDI already owns the land development industry's leading industry outreach magazines, newsletters and educational events to deliver its message.

On behalf of the entrepreneurs in land development throughout the country, we look forward to your response, and welcome the opportunity to pursue a sustainable partnership to help you achieve your agenda in the upcoming years – for the benefit of all the citizens of the U.S. and the world.