



CLEARWATER  
greenprint

A FRAMEWORK FOR A COMPETITIVE, VIBRANT, GREEN FUTURE

Innovative Sustainability Strategies  
APA Florida Annual Conference  
September 13, 2012





# About Clearwater, FL





Every single day, the  
average Clearwater  
resident . . .

*Emits 69 pounds  
of greenhouse  
gases . . .*



*Drives their  
vehicle over 25  
miles . . .*

*Produces 7  
pounds of solid  
waste . . .*



*Uses 81 gallons  
of water . . .*

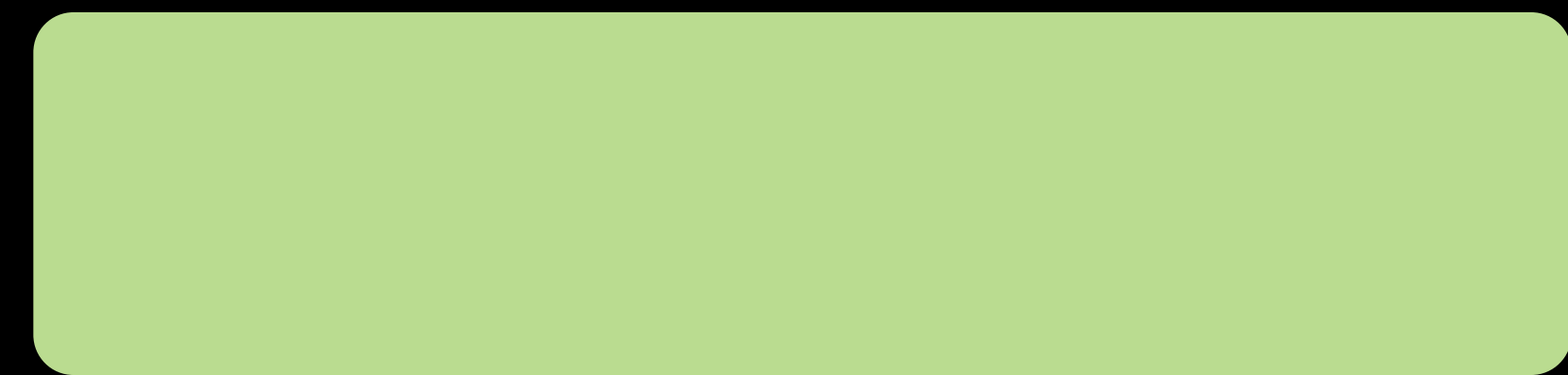






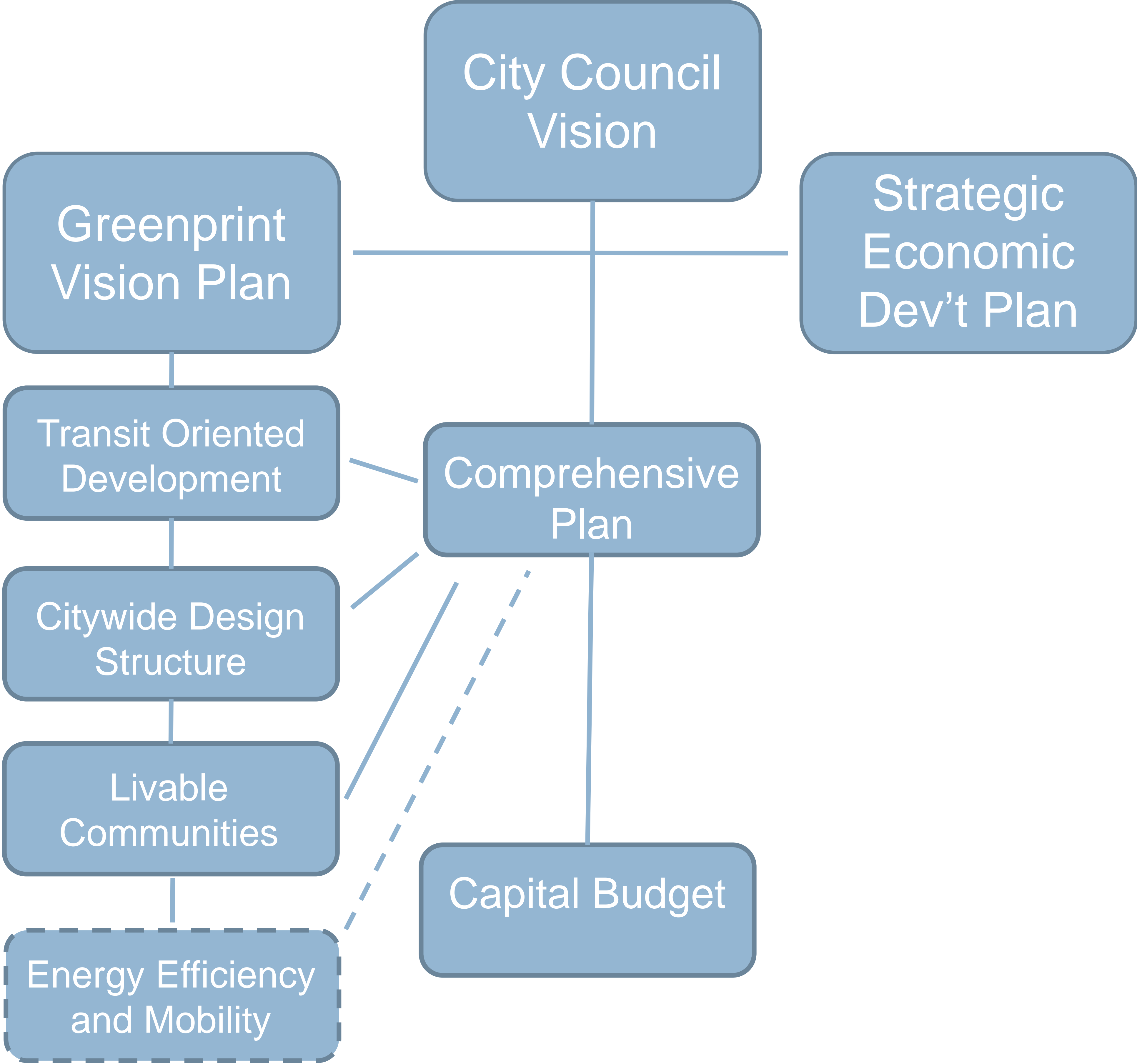
# *Clearwater Greenprint* is...

- A community plan and vision for sustainability
- Strategies and voluntary actions for residents, businesses and government
- Opportunity to reduce energy use, pollution, and GHGs while saving money





# City Policy Framework

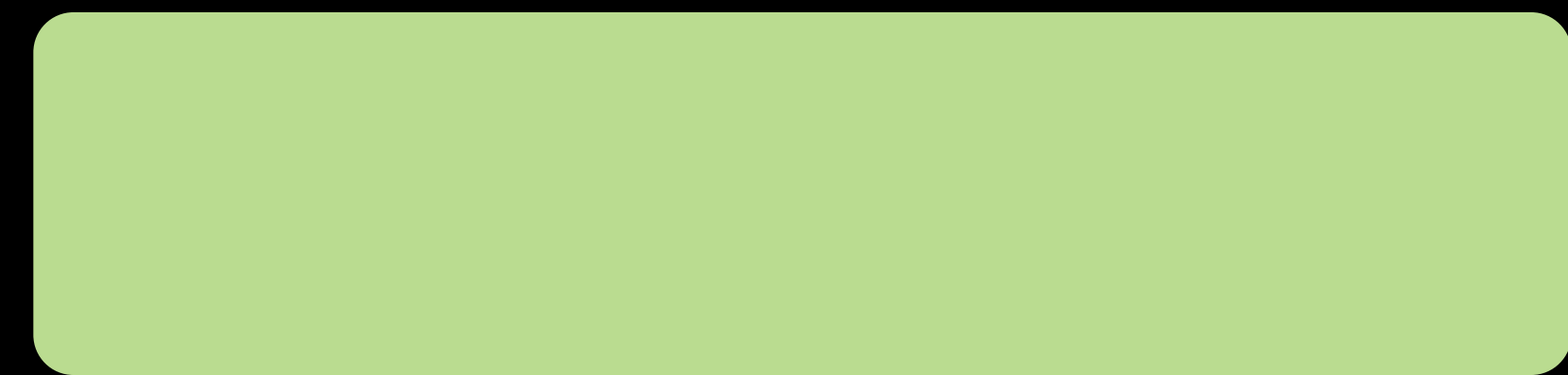






# Topics

- Green Energy and Buildings
- Land Use and Urban Form
- Transportation
- Waste Management
- Water Resources
- Food Production
- Education and Awareness
- Green Business and Jobs





COMPETITIVE. VIBRANT. GREEN.

EDUCATION & AWARENESS  
GREEN ENERGY & BUILDINGS  
TRANSPORTATION  
LAND USE & URBAN FORM  
WATER RESOURCES  
WASTE MANAGEMENT  
FOOD PRODUCTION  
GREEN BUSINESS & JOBS

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DECEMBER 2011

APPENDIX A  
STRATEGIES DOCUMENTATION

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APPENDIX B  
REVIEW OF SUSTAINABILITY INITIATIVES  
AND TRENDS FOR THE CITY OF CLEARWATER

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APPENDIX C  
CITY OF CLEARWATER  
2007 CITYWIDE GREENHOUSE GAS INVENTORY

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APPENDIX D  
LIST OF PUBLIC OUTREACH ACTIVITIES

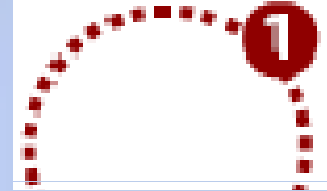
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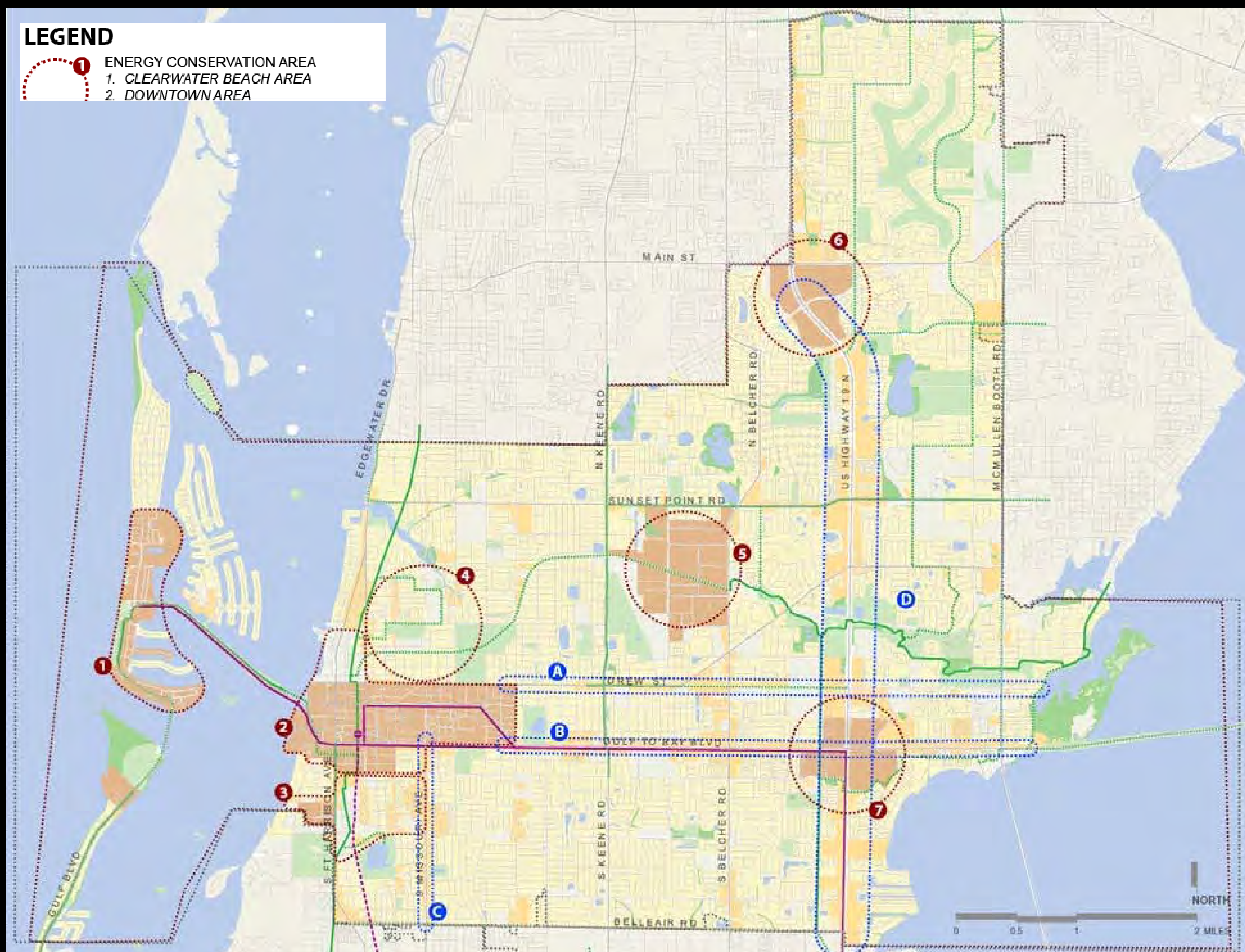






**LEGEND**

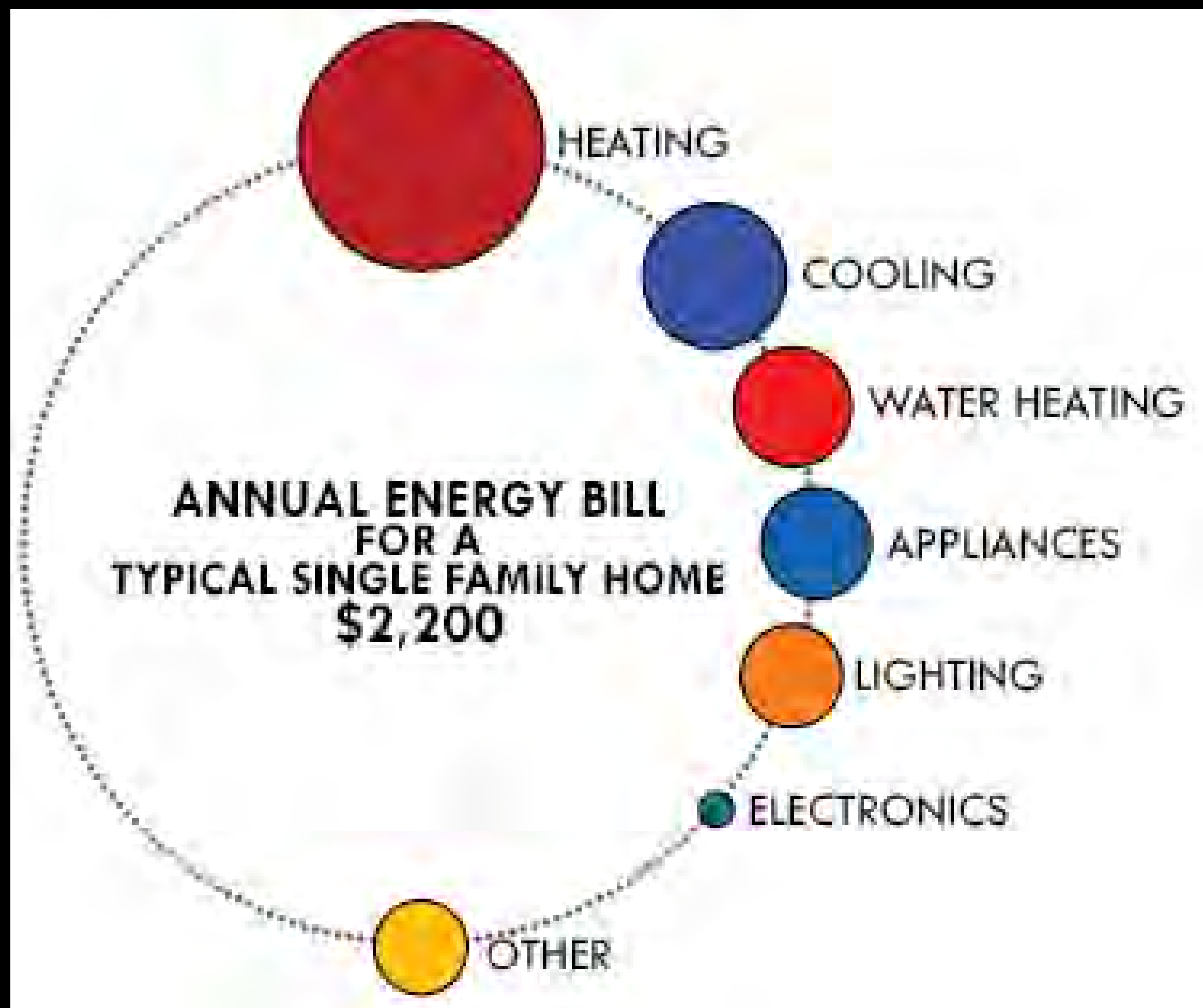
 **1 ENERGY CONSERVATION AREA**  
1. CLEARWATER BEACH AREA  
2. DOWNTOWN AREA











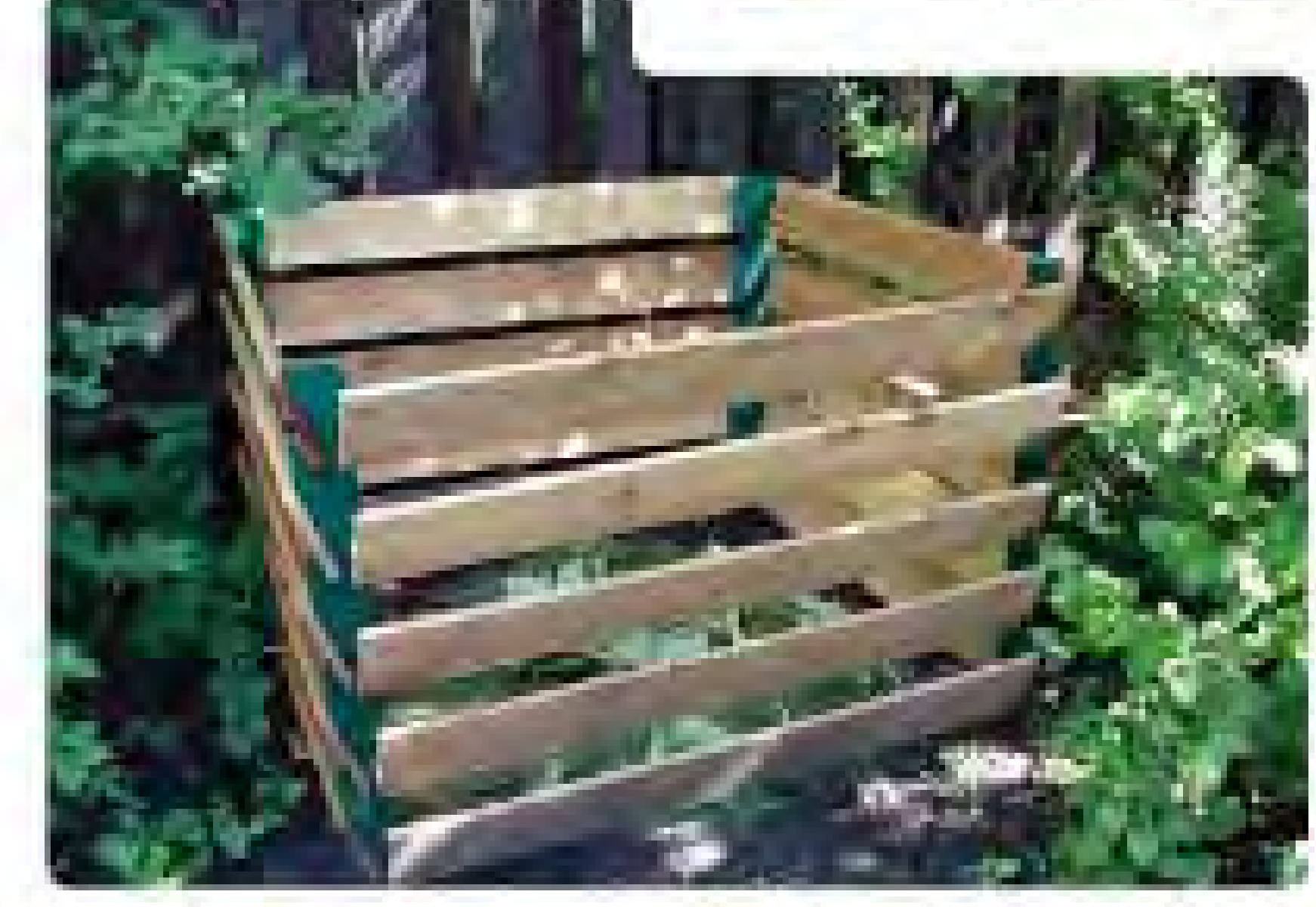
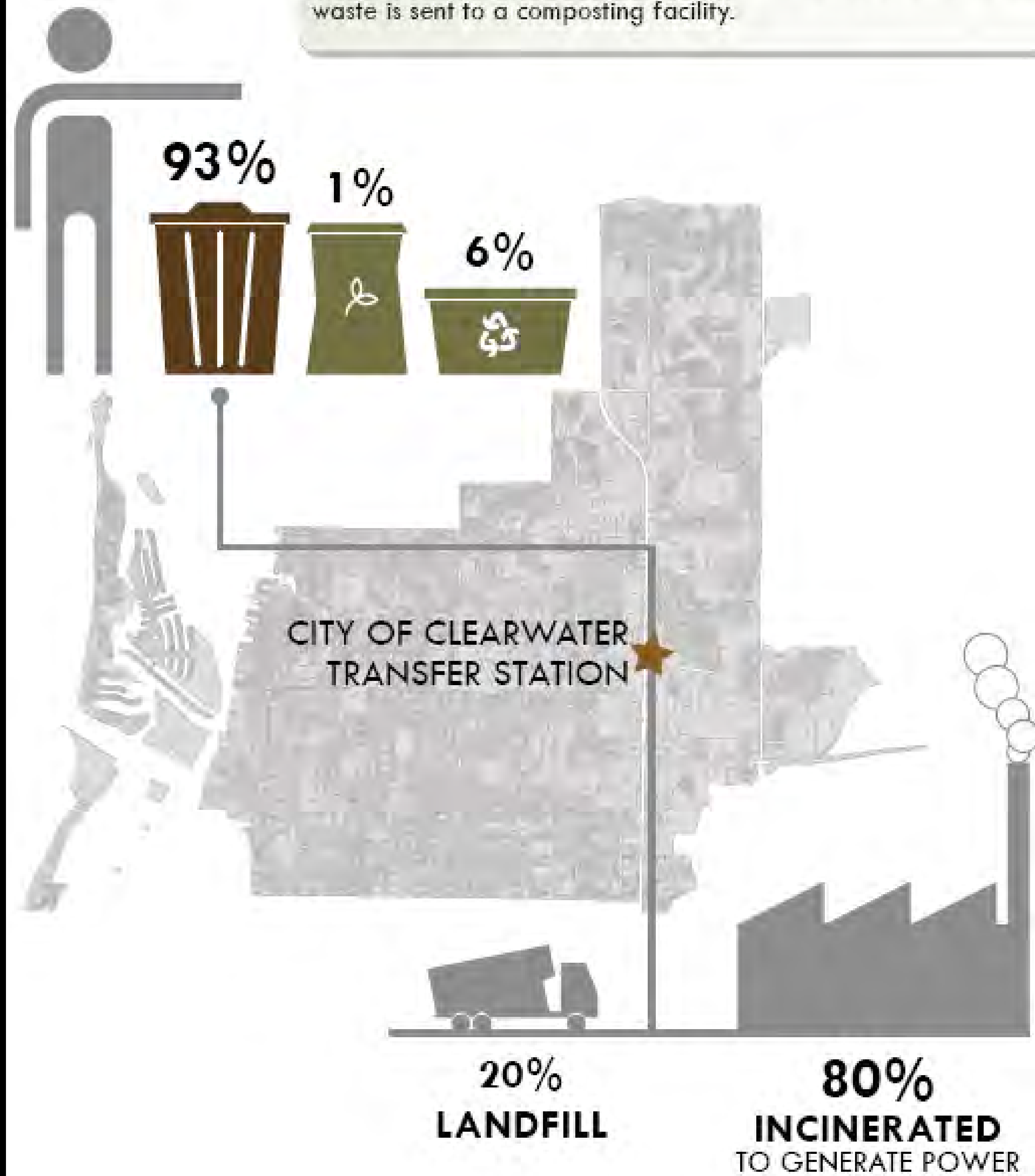






## WASTE FOOTPRINT

Last year, the community of Clearwater generated **109,711** tons of solid waste and recycled **5,777** tons of plastic bottles, aluminum cans, steel cans, mixed paper and newspapers. Yard waste is sent to a composting facility.





## SHORT TERM IMPLEMENTATION PLAN (0-5 YEARS)

Topic Area	Strategy	Description
Green Energy and Buildings	1	Energy Finance Program
Green Energy and Buildings	3	Incentives for Upgrades
Green Energy and Buildings	4	Performance Standards
Green Energy and Buildings	5	Natural Gas Expansion
Green Energy and Buildings	9	Energy-Efficient Streetlights
Green Energy and Buildings	10	Municipal Energy Policy
Green Energy and Buildings	11	Municipal Energy Plan
Transportation	1	Vehicle Mile Reduction
Transportation	2	Complete Streets
Transportation	3	Local Transit Improvement
Transportation	4	Low Emission Vehicles
Transportation	5	Congestion Management
Land Use	1	Development Incentives
Land Use	2	Property Revitalization
Land Use	3	Diverse Housing Options
Land Use	4	Greenspace Expansion
Water Resources	1	Water Conservation
Waste Management	2	Yard Waste Collection
Waste Management	3	Recycling Program Expansion
Waste Management	6	Reusable Goods Swap
Food Production	1	Task Force
Food Production	2	Local Food Production
Food Production	3	Urban Agriculture
Education and Awareness	1	Community Education
Education and Awareness	2	Community Outreach
Education and Awareness	3	Green Initiative Reporting
Education and Awareness	4	Municipal Staff Education
Education and Awareness	5	Interactive Website
Green Business and Jobs	1	Green Business Database
Green Business and Jobs	2	Best Practices Sharing
Green Business and Jobs	3	Green Job Development
Green Business and Jobs	5	Regional Partnerships

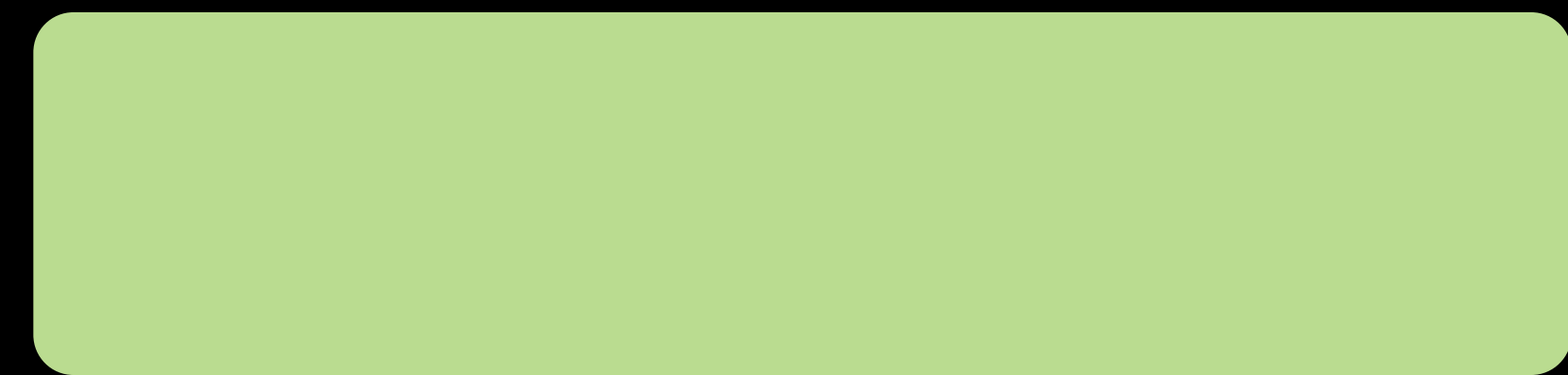
## Next Step - Implementation

- 44 Strategies
  - 32 Short Term (0-5 years)
  - 7 Medium Term (6-10 years)
  - 5 Long Term (11-25 years)



# *Why Plan ...*

- Generate a “green” vision for city to guide work programs and capital improvements going forward
- All things green in one place
- Generate awareness and get credit for green activities and programs





# *Lessons Learned – Creating and Adopting the Plan*

- Not everyone loves “green”
- Prepare your “elevator speech”
- Challenge to bring things down to the level of the average citizen
- Work with City Staff up front





# *Lessons Learned – Creating and Adopting the Plan*

- Frame arguments for plan in a way elected officials can vote for it





# *Lessons Learned – Implementation*

- Don't lose momentum
- Need for a dedicated champion within the staff
- Incremental changes are still changes







*Questions & Comments*

*Thank you*



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