



APA Florida Presentation

September 12, 2013



how does
ORLANDO
green?

A Green Works Orlando Project

Green
Works
Orlando
COMMUNITY
ACTION PLAN

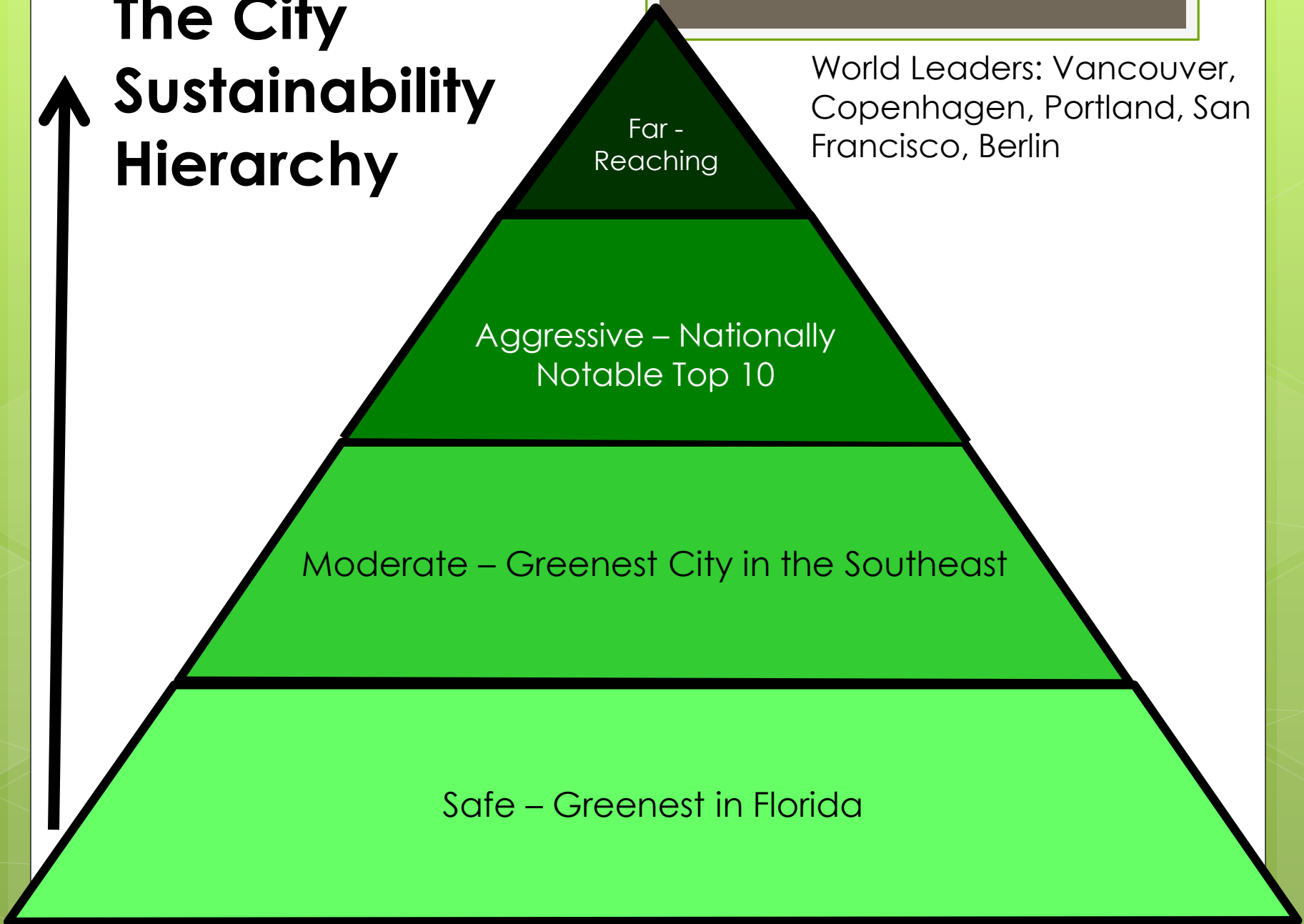
Green Works Orlando

MAYOR DYER'S
GREEN INITIATIVE



- Launched in 2007
- Goal of becoming a national leader in environmental sustainability
- Improve the livability and natural beauty of Orlando
- Facilitate government and community utility savings

The City Sustainability Hierarchy



World Leaders: Vancouver, Copenhagen, Portland, San Francisco, Berlin

Far - Reaching

Aggressive – Nationally Notable Top 10

Moderate – Greenest City in the Southeast

Safe – Greenest in Florida

Initial successes

- Built 10 LEED certified buildings
- Achieved \$500,000 in annual utility savings
- Launched CFEEA
- Planted 10,000 trees



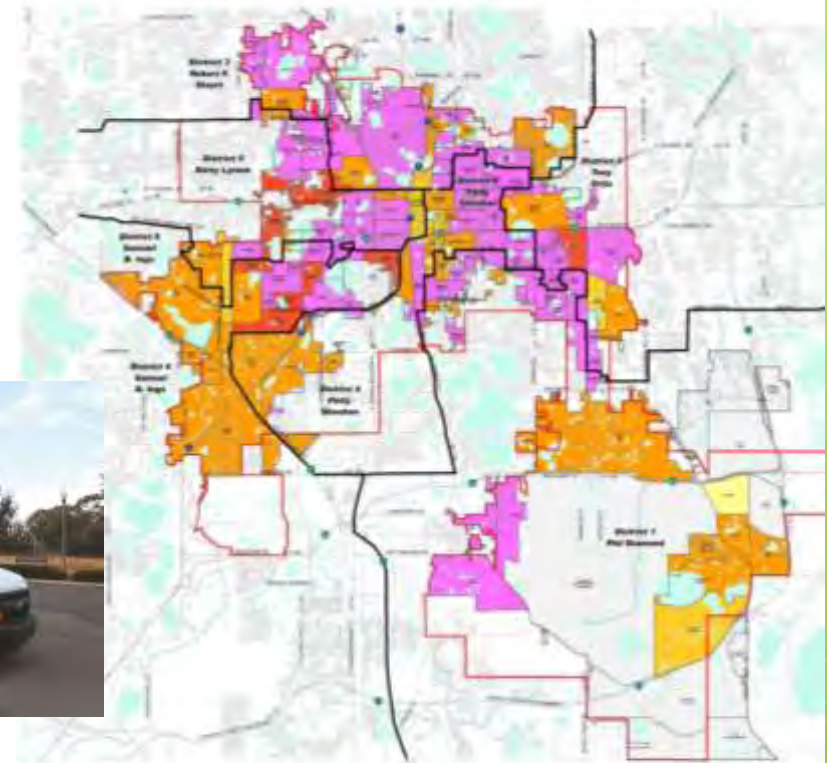
10,000 TREES
INITIATIVE
CITY OF ORLANDO

Initial Successes continued

- Launched Get Ready Central
- Performed energy retrofits to 1,400 homes



Residential Energy Intensity



Annual Average Neighborhood KWH Usage



Greenworks 2012



**Municipal Operations
SUSTAINABILITY PLAN**

8 goals by 2030 with updates

1. Achieve GHG Neutrality

- Developing electricity via anaerobic digestion

2. All government buildings will be green buildings

- 10 LEED certified municipal buildings to date

3. All electricity will be clean, renewable electricity

- 500 KW installed, 2 MW in development
- Est. \$12 million energy projects to 110 buildings

4. Reduce potable water consumption 50%

- ET sensors caused 30% improvement at 5 parks



8 goals by 2030 with updates

5. Fleet is run on renewable sources

- 6 EVs in fleet with goal of 94 more by 2016
- 45 CNG or hybrid garbage trucks by 2016

6. All city employees arrive via clean sources

- Employee parking buy-out

7. All purchases are green purchases

- EPP drafted

8. Public spaces are green places

- Preparing for next tree initiative



2013 Community Action Plan

- Starting is the hardest!
- Built internal support, trust, and expertise to launch
- Developed a detailed scope of work, including:
 - Detailed schedule containing fully developed phases
 - Extensive public engagement (15 public meetings)
 - Detailed staff, consultant and Task Force assignments
- Appointed Task Force by the Mayor
- Hired a consultant
- Finished an indicator-based assessment

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Importance of Sustainability Indicators

- Allows you to track progress towards Goal
- Provides supporting data to prove an initiative is working



Economy: Goals & Indicators

- Increase green job count to 25,000 by 2025.
 - Number of green jobs in the Orlando-Kissimmee-Sanford MSA
 - Number of clean tech companies created through local business incubators
- Reduce the dependence of the local economy on energy.
 - Commercial electricity consumed per job in the City
 - Number of businesses participating in green business programs/initiatives.

Food: Goals & Indicators

- Ensure access to affordable, healthy food options within 1 mile of every resident.
 - Number of farmer's markets within City Limits
 - Number of grocery stores within City Limits
- Increase local food production by 20% by 2040.
 - Square feet of community gardens
 - Number of community garden plots

Public Participation Kickoff: 2012 State of Downtown Address



Mayor Buddy Dyer and
Chair of the White House
Council on Environmental
Quality Nancy Sutley





CITY OF ORLANDO

VISITORS RESIDENTS BUSINESS SERVICES CALENDAR CONTACT US HOME

GREEN WORKS ORLANDO

HOME GREEN WORKS LIFE GREEN WORKS BUSINESS GREEN WORKS GOVERNMENT MAYOR'S OFFICE



- Message from the Mayor
- Community Action Plan
- Evolution 2040 Competition
- Green Works Business
- Green Works Government
- Green Works Life
- Projects & Initiatives
- Partners and Links

Green Works Orlando

Mayor Dyer has appointed a 20-member Task Force to make recommendations for a Community Action Plan to make Orlando one of the most environmentally-friendly cities in the Southeast. Chaired by Former Orange County Mayor Richard Crotty, the Task Force will consider input from 14 round table meetings with subject-matter experts, on 7 topics related to sustainability, in addition to public comment from community meetings and an interactive online forum.



Here's how you can get involved:

Interactive Community Forum - Sign up today to share your ideas and earn points that can be redeemed for cool prizes, like choosing the color of the Lake Eola Fountain!

Community Meetings - Plan to attend one of our upcoming community meetings.

Round Table Meetings - Come to listen and give input on a topic that you're passionate about, or read about best practices and round table recommendations.

Task Force - Learn who is on the Task Force, when they will meet, and view presentations, recommendations, and minutes from the meetings.





Topics

Ideas

About

Search Ideas



No account yet?

[Create One Here](#)

WELCOME TO CITY OF ORLANDO

Log in to contribute to your community.

Log in. Share and support ideas. Improve your community.



OR

LOG IN WITH EMAIL:

[Password help](#)

LOG IN

Online Participation

- 8,500 Visitors
- 1,040 active participants
- 227 ideas provided
- 1,400 comments given
- 64,000 page views

The screenshot displays the 'how do YOU green?' website interface. At the top, there are navigation links for 'Connect', 'SIGN IN', and 'JOIN'. The main header features the title 'how do YOU green?' and the subtitle 'A Green Works Orlando Project'. Below this, a welcome message states: 'Welcome to the Green Works Orlando interactive website. This easy to use site provides an opportunity to become involved in developing Orlando's vision for sustainability.' On the right side, there is a 'RECENT COMMENTS' section with three entries. A search bar is located at the bottom right of the header area.

In the main content area, there is a green 'SIGN UP NOW!' button with the text 'Share your ideas today!'. Below this is a video player showing a man speaking, titled 'Mayor's Welcome Video' with a 'WATCH THE VIDEO' link. To the right of the video, there is a statistics bar: 'Ideas in this Topic: 19 Ideas you can Second: 3 You have Seconded: 0'. Below the video, there is a 'PROJECT DETAILS' section with links for 'About the Project', 'Who's Listening?', 'Rewards Store', and 'City of Orlando Website'.

The main focus is an idea submission card for 'Energy/Green Buildings' with 19 ideas. Below it is an idea titled 'Implement Building Energy Benchmarking and Disclosure' with 4 seconds. A large green button labeled 'Second This Idea' is positioned at the bottom of the idea card.

- 4
- Like
- Send
- 1
- Tweet
- 0
- Share
- 2
- +1
- 0
- Email

PROJECT DETAILS

- About the Project >
- How it Works >
- Who's Listening? >
- Rewards Store >
- City of Orlando Website >
- Green Works Orlando Website >

Rewards Store



Air Boat Tour of the Orlando Wetlands Park

Nature enthusiasts will be greeted by 1,650 acres of hardwood hammocks, marshes and lakes on an air boat tour of Orlando Wetlands Park. This man-made wetlands is a popular spot for bird-watching, nature photography, jogging and bicycling. Limited to two people only, schedule dependent on staff. You should bring sunglasses and prepare for about a two-hour outing. Tour cannot occur between November 15 and January 31.

REDEEM NOW

1 AVAILABLE 1,500 POINTS



Tour of "The Big House"

Take a tour of Orlando Fire Department's premiere Firehouse located at 76 West Central Boulevard. Check out the different types of fire apparatus used by Orlando Firefighters, including a tower truck, engine, hazardous material unit, dive boat and special teams. Meet some of the men and women who protect and serve the citizens and visitors of the City of Orlando with Pride, Tradition and Honor, as we have done during the department's 127 year history. (Tour date subject to staff schedule.)

Donated by Orlando Fire Department.

REDEEM NOW

1 AVAILABLE 350 POINTS



Dinner at the Firehouse for Four

Come meet a few of Orlando's Bravest at Firehouse 1. Take a tour of the Firehouse, then set down and have a firehouse dinner with the crew prepared by some of the best cooks in the City ... firefighters! We guarantee you won't go away hungry, and you will have a whole new outlook about the job firefighters do everyday. (Tour date subject to staff schedule.)

Donated by Orlando Fire Department.

REDEEM NOW

1 AVAILABLE 500 POINTS

Task Force

- 20 members appointed by Mayor Dyer
- Facilitated Round Table meetings
- Engaged community members to become involved in process
- Made final recommendations on plan goals and strategies
- Reviewed, commented and endorsed Plan content



Public Input

- Over 200 people participated in public meetings
- 14 Round Table meetings
- 3 Public Forums



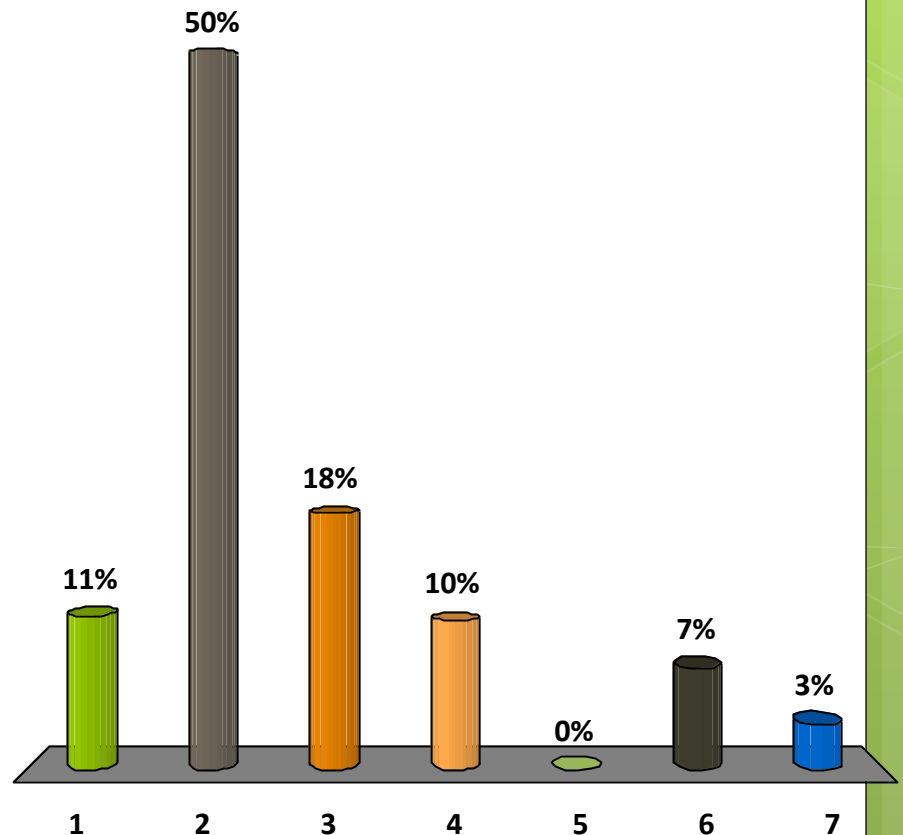
Prioritizing the Input

- Strategy Development
- Turning Point Polling



How did you get to City Hall?

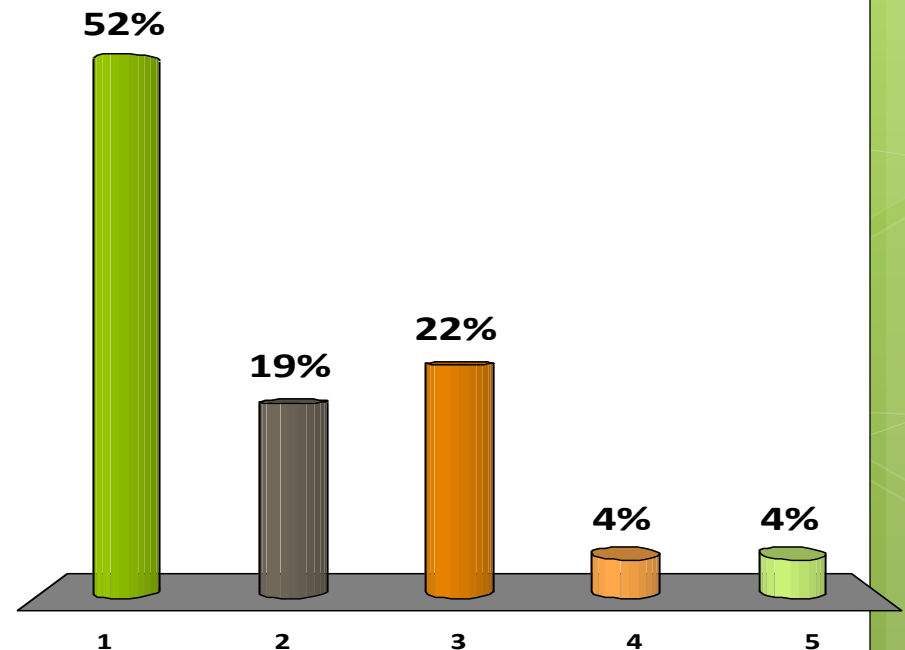
1. Walk
2. Drive by myself
3. Carpool
4. Electric Vehicle or Hybrid
5. Transit
6. Bicycle
7. Telecommute



The City of Orlando has an arterial roadway operating near capacity within a redevelopment area. The roadway has a constrained Right-of-Way.

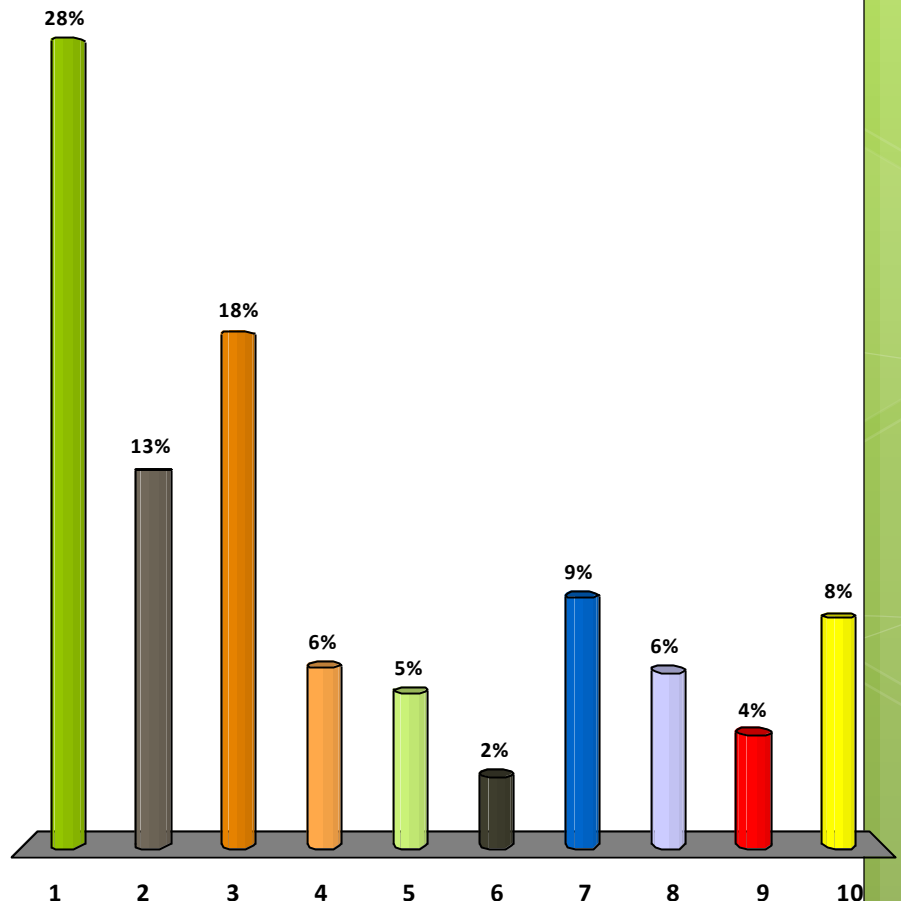
Would you be willing to convert one lane for:

1. Transit
2. Bicycle Facilities
3. Pedestrian Facilities (wider sidewalks)
4. On-Street Parking
5. No Change



Please choose the top 3 strategies that you think are most important for Livability in Orlando.

1. Increase density, mix of uses, and building intensity to place people near daily needs.
2. Create a series of connected villages (create destinations!)
3. Encourage infill redevelopment to create more density/critical mass for transit.
4. Promote quality urban design and landscaping.
5. Increase Tree canopy to 40%
6. Underground utility wires.
7. Adopt context sensitive street design guidelines.
8. Provide more sidewalks.
9. Create Eco-districts.
10. Don't limit density based on transportation concurrency.







...purchasing plan
...orders of
...neighborhood
...code to allow



Livability Priority Strategies

- Invest in new urban centers
- Promote walkable, bikeable streets
- Create incentives to encourage job-based development near transit
- Encourage transit to connect to new jobs and services



Transportation Priority Strategies

- Adopt Complete Streets Policies
- Allocate dedicated funding for transit
- Implement car sharing and bike sharing programs



Livability Priority Strategies



●●●●● Create a series of unique, vibrant, pedestrian-friendly, walkable villages ●

●●●●● Change codes and policies to achieve more quality mixed-use development in transit rich corridors ●●●●●

●●●●● Implement a tree initiative to increase Orlando's tree canopy to 40% ●

●●●●● Develop a program to prioritize the relocation of overhead utility wires underground ●



Waste Priority Strategies



- Institute a "Pay As You Throw" Program ●
- Develop a construction and demolition ordinance ●
- Phase in commercial and multi-family recycling standards ●
- Partner with a company that extract recyclables from garbage ●
- Implement a curbside or backyard composting program ●



Branding

how does
ORLANDO
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ENVISION 2040

a Green Works Orlando design competition

Envision 2040 is an ideas competition that promotes an effort to visualize what Orlando, the most sustainable City in the southeast, will look like in 2040. If all the goals and objectives of the Plan were implemented today, what would our City look like in the future?

Jury members include

Larry Scarpa, FAIA
 (Principal, Brooks + Scarpa Architects)
 and Mark Woodbury, AIA
 (President of Universal Creative,
 Universal Parks & Resorts)

February 22 - March 18
 Registration submission period.
 Registration forms must be emailed by 5 p.m. (EST) on March 18, 2013 to receive a Registration ID number.

April 15
 Entries are due by 5 p.m. (EST) on Monday, April 15, 2013. Submissions will be posted on the City of Orlando Green Works Orlando website for public input.

For complete rules and information visit greenworksorlando.com.



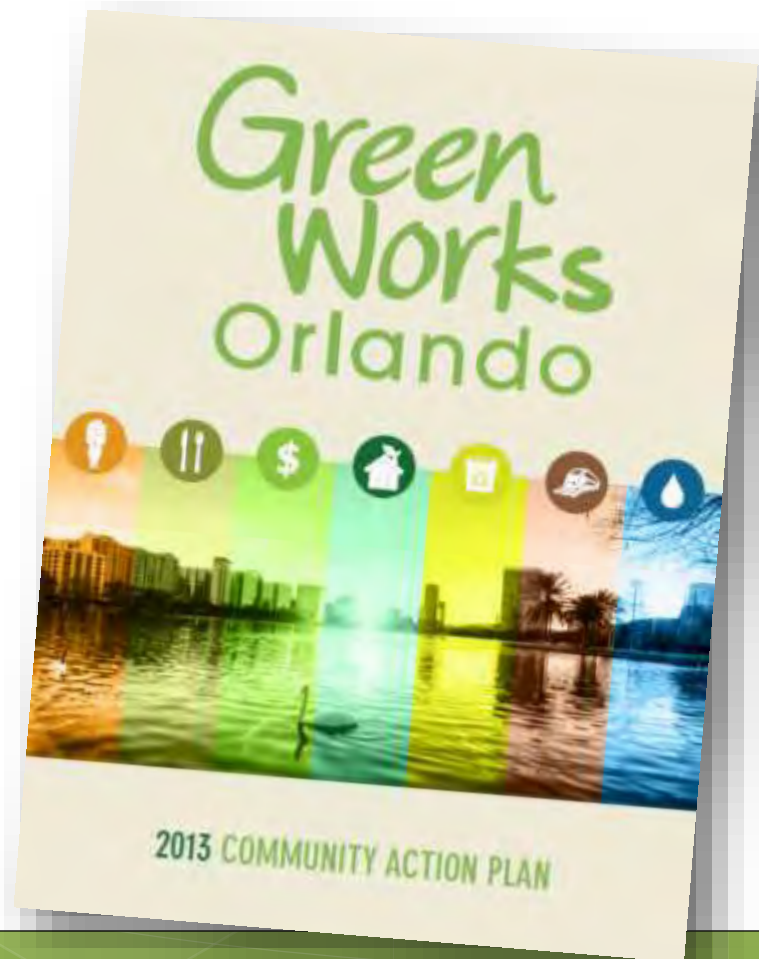
1st Place: Group Han Associates, New York



2nd Place: Jacobs Kling Stubbins, Orlando

Plan Organization

- Introduction
- Community Engagement
- Seven Focus Areas
 - Goals and Indicators
 - Strategies
 - Example Best Practices



Overarching Strategies:

- Green Ribbon Commission of stakeholders who provide input on program prioritization
- Education through marketing, training and celebrating successes
- EcoDistricts to implement best practices in a single neighborhood





Focus Area: Water





2040 Goals	2018 Targets	2012 Baseline
20% potable water reduction	3% potable water reduction	166 gallons per capita
100% of Orlando lakes meet good water quality standards	80 out of 95 meet (85%)	78 out of 95 meet (82%)
Ensure Orlando mitigates for extreme events	<i>Requires Additional Development</i>	<i>Requires Additional Development</i>
Enhance Orlando's reputation as "The City Beautiful" by promoting sustainable landscaping practices	<i>Requires Additional Development</i>	<i>Requires Additional Development</i>

Priority Strategies



- Implement Integrated Water Resources Management (IWRM) policies
- Implement Low Impact Design (LID) development and site planning requirements
- Use pricing strategies to encourage water conservation and efficiency
- Strategically expand reclaimed water opportunities



Green
Works
Orlando

COMMUNITY
ACTION PLAN



Focus Area: Livability





2040 Goals	2018 Targets	2012 Baselines
Develop 25 quality walkable villages	<ul style="list-style-type: none">• 3 complete• 15 emerging	<ul style="list-style-type: none">• 1 complete• 12 emerging
95% of residents within ½ mile of a park or open space	85% of residents within ½ mile of a park / open space	82% of residents within ½ mile of a park or open space
40% tree canopy coverage	27% tree canopy coverage	23% tree canopy coverage

Priority Strategies



- Create a series of unique, vibrant, pedestrian-friendly, walkable villages
- Increase density in mixed-use areas, especially those served by or planned for transit.
- Promote quality urban design and landscaping, focusing on the villages and connections to villages.
- Implement a tree initiative to increase Orlando's tree canopy to 40%
- Develop a program to prioritize the relocation of overhead utility wires underground



Focus Area: Transportation





2040 Goals	2018 Targets	2012 Baselines
Majority of trips by foot, chair, bike, car-pool, or transit	25% by non-single occupancy vehicle	21.3% by non-single occupancy vehicle
Achieve Gold Bike Score	Bronze, with higher total score	Bronze
Eliminate pedestrian and bicycle fatalities	Reduction in deaths	7 deaths
Increase street miles meeting complete street standards	<i>(In development)</i>	<i>(In development)</i>
Increase the use EVs and CNG vehicles	<i>(In development)</i>	33 EV charging stations
Attain a “good” rating on the AQI	Increase the number of days	321 days were “good” or better

Priority Strategies



- Adopt Complete Streets policies
- Identify dedicated funding for transit
- Enhance multimodal connectivity around SunRail stations and between villages
- Re-evaluate downtown parking regulations and policies
- Implement car sharing and bike sharing programs





Focus Area: Green Economy



2040 Goals



- Increase green job count by 35,000
- Reduce the dependence of the local economy on energy

Baseline

- 11,066 green jobs in the Orlando-Kissimmee-Sanford MSA
- 16MWH of commercial electricity consumed per job per year



Priority Strategies



- Create a Green Business Certification Program
- Invest in new sustainable infrastructure
- Expand upon Green Destination Orlando tourism program





Focus Area: Energy/ Green Buildings



2040 Goal	2018 Target	2012 Baseline
Reduce GHG 90%	25% Reduction	5.8m tons of CO ₂ e
Obtain 50% of electricity from renewables	8% from renewables	1.8% from renewables
20% reduction in energy use	5% reduction in energy use	12,000 kwh per capita
Ensure 100% of buildings meet green building standards	100% of new buildings meet green building standards	0.45 green buildings per 1,000 residents



Priority Strategies



- Create a market based program that offers incentives for buildings to meet green standards
- Develop financing programs for community-oriented energy efficiency upgrades and solar installations
- Establish an energy benchmarking and disclosure policy
- Develop a roadmap to position Orlando as the solar leader in the southeast United States





Focus Area: Solid Waste





2040 Goal	2018 Target	2012 Baseline
No waste to landfills or incinerators	50% diversion rate	27% diversion rate
		63% residential participation rate

Priority Strategies



- Support the development of technology that makes it easier to recycle materials
- Institute a “Pay As You Throw” Program
- Phase in commercial and multi-family recycling standards
- Develop a construction and demolition ordinance
- Implement a curbside or backyard composting program





Focus Area: Food Systems





2040 Goals	2018 Target	2012 Baselines
Ensure access to healthy food within ½ mile of every resident	Ensure access to healthy food within 1 mile of every resident	52% live within ½ mile of healthy food location
Increase local food assets 10x*	Double local food assets	238 local food assets

Local Food Assets:

- Community Garden Plots
- Food hubs
- Community Supported Agriculture organizations
- Farmer's Markets
- Food Distribution Facilities



Priority Strategies



- Establish a Food Policy Council
- Create a preferred local purchasing plan
- Develop community gardens and urban farms to serve every neighborhood
- Review and amend code to allow more local food production
- Establish a food labeling program



Implementation

- **37 strategies approved (16 active)**
- Energy
 - 4 of 6 energy policy moving forward as a package beginning this fall (12 month process)
- Transportation
 - Car-sharing goes live in October
 - Bike-sharing vendor selected end of September
 - Complete street policy under development
 - Launched Drive Electric Orlando
- Green Economy
 - Green Destination Orlando



- Local Food
 - Food Policy Board
 - Amending policies, allow chickens and soon to formally allow front-yard gardens
 - Expansion of urban ag programs
- Livability
 - Developing a new tree initiative
- Solid Waste
 - Hiring staff to expand commercial / multi-family recycling
 - Preparing an RFP for
 - Food Waste collection pilot
- EcoDistricts
 - First project awaiting grant notification

Parting Thoughts



Parting Thoughts



Thank you!

- Jon Ippel
 - Jonathan.ippel@cityorlando.net
- Elisabeth Dang
 - Elisabeth.dang@cityoforlando.net
- Curt Ostrodka
 - Costrodka@vhb.com



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