



Protection Does Not Always Mean More Regulation

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Office of Sustainable Initiatives

Florida Department of
Environmental Protection





Does more protection have to mean more regulation?





Office of Sustainable Initiatives

The Office of Sustainable Initiatives is composed of voluntary, non-regulatory programs that safeguard Florida's natural resources while improving the state's quality of life and economic viability.

The Office of Sustainable Initiatives is primarily responsible for:

- Florida *Clean Marina* Program
- Florida *Green Lodging* Programs
- Clean Vessel Act Grant Program





Florida Green Lodging Program



Florida Green Lodging Program

- The Florida *Green Lodging* Program recognizes lodging facilities that have demonstrated a commitment to conserve and protect Florida's natural resources.
- Could be considered an introduction to obtaining LEED ratings.



Florida Green Lodging Program

- Requirements include:
 - Implement a core set of criteria in six areas of sustainable operations. Includes both optional and required items.
 - Communication/Education
 - Energy Efficiency
 - Water Consumption
 - Waste Generation
 - Indoor Air Quality
 - Transportation
 - Submit annual performance data
 - Compliance audits





Florida Green Lodging Program

- Designations are valid for 3 years.
- Started in 2004 with 24 participants. Now includes more than 680 properties throughout the state. 86 properties in the Northeast District.
 - *10,965 green hotel rooms in our NE District*
 - *165,000 green rooms statewide*
- Benefits include:
 - Increased marketing potential
 - Lower utility costs
 - Room rate premiums
 - Higher profits



Florida Clean Marina Programs



Florida Clean Marina Programs

- Floridians depend on water more than any other natural resource.
 - 1,400 miles of coastline and 50,000 miles of rivers and streams
 - \$14 billion dollar impact and 200,000+ employees
- The Florida *Clean Marina* Programs are designed to bring awareness to marine facilities and boaters regarding environmentally friendly practices intended to protect and preserve Florida's precious natural environment.
- Clean Marina, Clean Boater and Clean Marine Retailer



Florida Clean Marina Program

- The Florida *Clean Marina* Program is a voluntary designation program for marinas that exhibit a proactive approach to environmental stewardship.
- To become designated, facilities must implement a set of best management practices designed to protect Florida's waters.
Areas include:

- Protection of sensitive habitats
- Waste management
- Stormwater control
- Spill prevention / emergency preparedness





Florida Clean Marina Program

- Marinas which are in the application process are provided technical assistance and are often mentored by members of our Clean Boating Partnership.
- Must be in full compliance with all state and federal regulations.
- Designations must be renewed every year.
- Current numbers:
 - 242 Clean Marinas
 - 37 Clean Boatyards
 - 17 Clean Marine Retailers

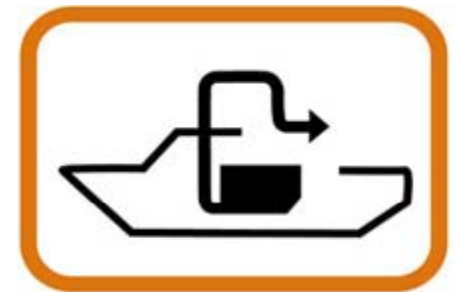


Florida Clean Vessel Act Program



Florida Clean Vessel Act Program

- The Clean Vessel Act (CVA) Program provides grants to marina owners and operators for boater pumpout facilities.
- Funded through the US Fish and Wildlife Service and the Florida Inland Navigation District.
- **443** completed projects.
- **12,294,885** gallons of boater waste properly disposed.
- More than **\$16 million** in funding has been awarded to date.



Florida Clean Vessel Act Program

- Program is open to any public, municipal or private marina that will provide pumpout service to boaters.
- What costs are covered under a CVA grant?
 - Purchase and Installation (stationary equipment or boat)
 - Permits
 - Construction
 - Operation (salaries)
 - Maintenance and Repair
 - Marketing



Florida Clean Vessel Act Program

- Marinas are reimbursed up to 75% for an allowable cost. A 25% match must be provided by the marina.
- For example:
 - Pumpout Boat = \$80,000
 - CVA Reimbursement = \$60,000
 - Total Cost to the Marina = \$20,000



Florida Clean Vessel Act Program

- Requirements include:
 - Complete an application, gather quotes and have a site visit performed by DEP.
 - Enter into an agreement with DEP.
 - *An agreement is essential! Costs incurred before an agreement is in place are not reimbursable.*
 - Provide pumpout reports to the CVA Program for a period of 5 years.
- No limits on the total monetary value or the number of times a marina can receive funding.



Pitch In, Pump Out Campaign

Boaters and marinas have a unique opportunity to actually stop a type of water pollution that can harm the boating life we love. It's an easy fix – properly managing vessel sewage.



Office of Sustainable Initiatives

EASY AS ONE

- *Ordinary Actions. Extraordinary results.*
- Public awareness initiative to encourage citizens to adopt sustainable habits as part of our daily lives.
- Included numerous partners.

<http://easyasone.wordpress.com>

<http://twitter.com/easyasone>



Florida Department of Environmental Protection



Office of Sustainable Initiatives

EASY AS ONE RESULTS

- Held more than 25 events throughout the state.
- Reused or recycled:
 - 1,311 cell phones
 - 40,000+ plastic bags
 - 74,232 pounds of electronics
 - 143,000 pounds of paper
- Collected:
 - 645 pounds of ammunition
 - 1,113 pounds, 3,100 bottles and 383,483 pills of pharmaceuticals





Office of Sustainable Initiatives

OTHER INITIATIVES

- Green Destination Program with Central FL USGBC
- Clara White Mission in Jacksonville – Green Cleaning
- Lean and Green Hospitality Project
- Green Schools – Office of Environmental Education

<http://www.dep.state.fl.us/green>





What Does the Future Hold?

- More focus on data collection, measurements and Return on Investment data (ROI).
- Development of partnerships with businesses, non-profits and community partners.
- Focus on customer service and providing technical assistance.
- Efficient operations, economic viability and job creation.





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