



Findings & Next Steps

Table of Contents

Context.....	1.
Demographic Information.....	3.
Action Plans for Top 5 Ideas.....	4.

Appendices

List of Participants.....	10.
List of Support Staff.....	11.
Action Plans for the other Ideas.....	12.
All Ideas from Morning Brainstorming.....	21.
Agenda.....	31.

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Context

The Summit for Environmental Action was a day-long event held on February 29th, 2008 at Marie G. Selby Botanical Gardens in Sarasota, Florida. The event gave participants a chance to brainstorm ideas focused on positively affecting our local environment. After the Summit, participants and community members will act on these ideas to implement them.

Participants worked in small groups which were pre-assigned to have a diversity of age, gender, occupational sector, and viewpoint. Each small group spent the day narrowing down ideas from dozens brainstormed in the morning to a single idea that a group member presented in the closing plenary session.

There were four possible topics for discussion: Water Issues, Energy Use, Living Locally, and Florida-Friendly Landscaping. Each group was able to discuss two of the four topics. This meant that participants were able to give feedback on more than one topic, but it also meant that groups did not work with the same ideas the entire day. Participants brainstormed many ideas in the morning, and then passed those ideas to another group to vet and flesh out. The idea that each group presented to the plenary in the afternoon was originally created by a different group in the morning session.

At the end of the day, a representative from each of the 16 small groups presented an idea for action and participants used instant voting technology to demonstrate their level of support for that idea. The five action plans that received the highest percentage of support are the “Top 5 Ideas” and will be the focus of committees that will work to make them socially and economically implementable.

This report would not be here without the hard work and day-long commitment of the 140 participants in the Summit for Environmental Action and the efforts and dedication of the volunteer facilitators, resource people, and planning committee.

Summit for Environmental Action Planning Committee

Summit Chairman - Nick Gladding, *Ruden McClosky*

Frank Alcock, *Mote Marine, Marine Policy Institute*

Betty Alpaugh, *Florida House Learning Center*

Diane Andrews, *Economic Development Corporation of Sarasota County*

Grace Carlson, *Aspire Green Branding and Social Marketing*

Catherine Clouse, *SCOPE*

June Cussen, *Sarasota Network for Climate Action (SNCA)*

Suzanne Dameron, *Aspire Green Branding and Social Marketing*

Tim Dutton, *SCOPE*

Kate Irwin, *SCOPE*

Donna Krabill, *Marie G. Selby Botanical Gardens*

Jono Miller, *New College of Florida*

Julie Morris, *Science and Environment Council, New College of Florida*

Bonnie Nickel, *Sarasota Network for Climate Action (SNCA)*

Nina Powers, *Sustainable Sarasota, Sarasota County Government*

Steve Queior, *Greater Sarasota Chamber of Commerce*

Gary Raulerson, *Sarasota Bay Estuary Program*

Vicki Vega, *Greater Sarasota Chamber of Commerce*

Summit for Environmental Action Supporters

CONA

Control Growth Now

Institute of Public Policy and Leadership, University of South Florida, Sarasota-Manatee

New College of Florida

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Demetra McBride

Economic Development Corporation of Sarasota County

Mote Marine Policy Institute

Samuel Savin

Sarasota Architectural Salvage

Sarasota Green Marketplace

Demographic Information

This information was collected at the beginning of the day via instant voting technology obtained from the Tampa Bay Regional Planning Council.

Are you a year-round local resident?

Response	Number	Percent
Yes	126	96%
No	5	4%
Totals	131	100%

What is your age?

Response	Number	Percent
Under 25	5	4%
26 to 45	29	22%
46 to 65	72	55%
65 or older	25	19%
Totals	131	100%

Which group do you consider yourself to represent today?

Response	Number	Percent
Business	28	21%
Community	26	20%
Education	15	11%
Environmental	32	24%
Faith-based	3	2%
Government	21	16%
Other	6	5%
Totals	131	100%

Where do you work?

Response	Number	Percent
City of Sarasota	43	33%
North Port	3	2%
Longboat Key	2	2%
Venice	5	4%
Lakewood Ranch	2	2%
Sarasota County (Unincorp)	32	24%
Bradenton/Palmetto	3	2%
Manatee County (Unincorp)	6	5%
Other	12	9%
Retired/Don't Work	23	18%
Totals	131	100%

Where do you live?

Response	Number	Percent
City of Sarasota	41	31%
North Port	3	2%
Longboat Key	2	1%
Venice	6	4%
Lakewood Ranch	4	3%
Sarasota County (Unincorp)	54	40%
Bradenton	10	7%
Palmetto	1	1%
Manatee County (Unincorp)	7	5%
Other	6	4%
Totals	134	100%

Top 5 Ideas

The goal of the Summit for Environmental Action was to end the day with a handful of ideas that motivated action. In the coming months we will focus on making these ideas a reality in a socially and economically feasible way.

The primary criteria for “top” ideas included having broad-based support and consensus among the participants. To gauge support we used instant voting technology. After each idea had been outlined in a two minute presentation, participants were asked “Do you support this idea?” Each audience member had the choice of responding Strongly Support, Support, Neutral, Oppose, or Strongly Oppose using his or her personal remote control ‘clicker.’ After everyone had voted, the results were displayed on the projector screen so that all audience members could view them.

The below 5 issues are the ones that received the highest percentage of “Strongly Support” or “Support” responses. The below action plans are presented as written. They differ in levels of detail and subject headings due to the time constraints of the Summit for Environmental Action. A breakdown of the audience response follows the proposal.

Energy Use

“Sunshine as an opportunity and Solution: Our proposition is that all new residential and commercial buildings as well as 50% of existing buildings in Sarasota County will have a solar hot water heater in 5 years. This will be implemented by a coalition of utility companies, governments, and financial institutions.”

Why this is important: It will reduce costs and carbon emissions, individual’s electricity, provide example for the future.

Why now is the right time: Technology is available, FPL is as well.

Leaders identified by the group: Theo Breen, Kevin Connelly, Bonnie Nickel

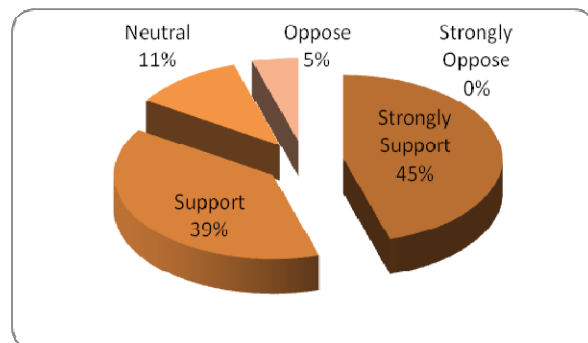
Why Support will be high: Reduced Power bills, people want to do something about climate change

Barriers to implementation/success: regulations, financial structuring of the county

Measurement of Success:

- **Short-term:** number of installations. Amount of power used per house
- **Mid-term:** Averages will show estimate of energy saved

Response	Number	Percent
Strongly Support	48	45.28%
Support	41	38.68%
Neutral	12	11.32%
Oppose	5	4.72%
Strongly Oppose	0	0%
Totals	106	100%



“Attract sustainable & green manufacturers and vendors to our local area”

Why this is important: It will reduce carbon emission, promote practices for reduction of energy demand, and attract green collar jobs, increasing our employment ad tax revenues

Why now is the right time: We are more vulnerable here in Florida due to climate change – this is a multi-billion dollar business, why not SARASOTA?

Leaders identified by the group: Diane Andrews, Gayle Reynolds, David Benzing, County Commissioners, City Commissioners, Jono Miller, University of Florida, New College of Florida, University of South Florida, the Economic Development Corporation, Florida House Institute

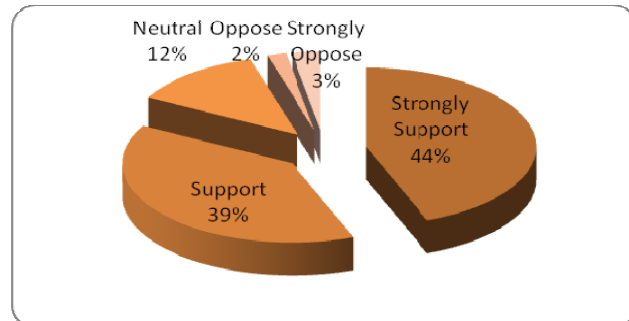
Why support will be high: Money to our community, increased employment, tax revenue savings, our footprint reduced, accessibility to green products. People are looking for places to engage – media hot! (local, state, national)

Barriers to implementation/success: Favor one industry over another could bring resentment, certification of green businesses – credibility? Competition with other cities, political will, affordable labor force and housing

Measurements of Success:

- **Short-term:** Number of new sustainable businesses, number of new employment, amount of increased tax revenue, decreased ecological footprint.

Response	Number	Percent
Strongly Support	49	44.14%
Support	43	38.74%
Neutral	14	12.61%
Oppose	2	1.80%
Strongly Oppose	3	2.70%
Totals	111	100%



Water Issues

“Develop alternative water supply plant policies that encourage the use of rainwater harvesting, stormwater and greywater for indoor and outdoor use.”

Why this is important: Alternative supplies reduce both water and wastewater treatment. Decentralized systems substantially reduce energy use.

Why is now the right time: We’re in a drought

Leaders identified by the group: Florida House, New College of Florida, Various utilities, City of Sarasota, Sarasota County, Southwest Florida Water Management District, Peace River Regional water authority

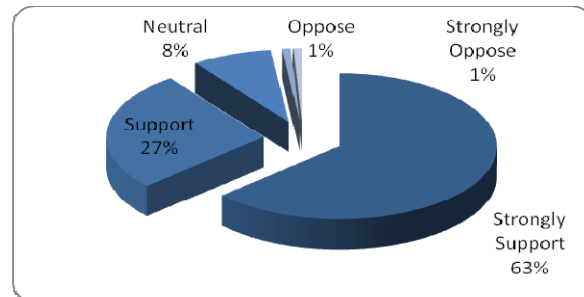
Why will support be high: Drought and climate change are both well-publicized

Barriers to implementation/success: Design professionals, regulatory barriers (use stormwater in reuse pipe, bolt, incentives by smaller meter size, retention requirements)

Measurements of Success:

- **Short-term:** First cost, consumer acceptance.
- **Mid-term:** Number of projects that use regulatory acceptance, amount of potable use.
- **Long-term:** Number of sites using non potable water for indoor use, potable water use, per capita total.

Response	Number	Percent
Strongly Support	69	63.30%
Support	29	26.61%
Neutral	9	8.26%
Oppose	1	0.92%
Strongly Oppose	1	0.92%
Totals	109	100%



Florida Friendly Landscaping

“Create ‘low-impact’ requirements for new developments and incentives to retrofit existing landscapes with ‘low-impact’ features.”

Why this is important: It reduces water usage, encourages involvement, supports urban wildlife, reduces heat-island effect, and reduces fertilizers & insecticides - “integrated pest management.”

Why now is the right time: Because Florida Nursery Growers Landscapers Association is just launching (certification program), government is ready to act (i.e. fertilizer ordinance), homeowners are incentivized to save money (water bill)

Leaders identified by the group: Diana – gardener, Angela – SWFWMD, Susie – Audobon, SWFWMD, Sarasota Bay Estuary Program, Audobon Societies, Sierra Club, City & County Utilities, neighborhood associations

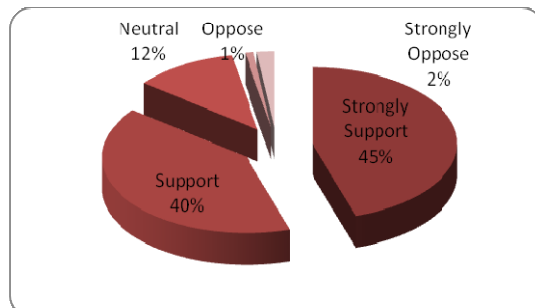
Why support will be high: Reduces water consumption, beautifies our community, positive, proactive regulatory actions. Addresses high-profile issues such as red tide and water quality.

Barriers to implementation/success: Misperception of “Florida-friendly” landscapes, getting government to support regulatory development, educating public to retrofit (Why? How? Cost? Who?), communication – media methods.

Measurements of Success:

- **Short-term:** Number of landscapers/growers certified
- **Mid-term:** Number of developers involved, count coupons coming into landscapers/growers
- **Long-term:** Obvious results – beautification, utility companies, water usage

Response	Number	Percent
Strongly Support	47	45.19%
Support	42	40.38%
Neutral	12	11.54%
Oppose	1	0.96%
Strongly Oppose	2	1.92%
Totals	104	100%



Living Locally

“Great Transit Connecting Great Communities.’ Redesign transit system in conjunction with targeted mixed-use redevelopment zones.”

Why this is important: Will reduce sprawl, increase efficient land use, decrease carbon footprint, improve air and water quality, benefit the community by increased mobility, improved community engagement, reduce fuel costs.

Why now is the right time: It’s not! Almost too late! People are aware and ready, it will enhance development opportunities, lower our carbon footprint, improve air/water quality, etc.

Leaders identified by the group: Joe Barbetta, Jono Miller, Bill Zoller, Jon Thaxton. Group members willing to take issue back to org: Bill Zoller (CONA), Joe Barbetta (County Commission), Betsy Roberts, Jennifer Shafer, Olga Ronay, Larry Evans (Sarasota Herald-Tribune), Sarasota Economic Development Corporation, Sarasota Chamber of Commerce, Neighborhood groups, schools, Urban Land Institute, CNU, Major employers, hospitals, role model cities

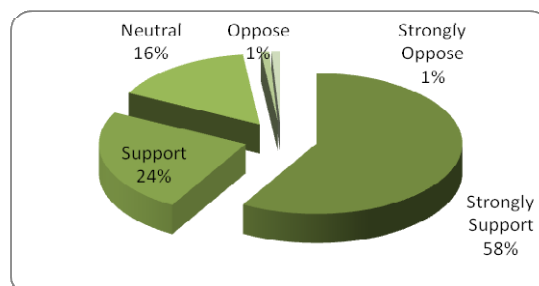
Why support will be high: Decreased fuel costs and traffic, mixed-use convenience, non-driving choices, increased civility and diversity (people know each other), reduced urban sprawl, environmental benefits, drinkers (!).

Barriers to implementation/success: Public perception of high density, bus aversion/car mentality, financial costs/investment risks, political will, existing zoning and regulations, property rights.

Measurement of Success:

- **Short-term:** Selection of redevelopment areas and counties, approval by political forces, a financial strategy, buy-in from community and investors, test incentives against development pro-forma
- **Mid-term:** Phased improvement, zones and transit in tandem, increased ridership, number of new site density applications, air quality (but multiple influences), employee retention and reduced tardiness at major employers, traffic counts, increased productivity of transit riders.
- **Long-term:** Decreased commute costs (by traffic counts and census data), air quality, more efficient land use, increased revenue to municipalities (tax base), increased greyfield development, increased employment, conservation of rural lands, quality of life.

Response	Number	Percent
Strongly Support	63	58%
Support	26	24%
Neutral	17	16%
Oppose	1	1%
Strongly Oppose	1	1%
Totals	108	100%



Appendix 1: Participants in the Summit for Environmental Action

Frank Alcock	Arthur Guilford	Kevin O'Neil
Mark Alderman	Suzy Hagglund	Jeffrey R. Orenstein
Lawrence Altman	Virginia Haley	Lisa Marie Phillips
Mary Amoroso	Gabriel Hament	Aubrey Phillips
Diane Andrews	Diana Hamilton	Todd Pokrywa
Kathleen R. Balchin	Lee Hayes Byron	Tom Price
Joe Barbetta	Millie Headdy	Joyce Raby
Robert J. Bartolotta	Chuck Henry	Gayle Reynolds
Grant Beatt	Michael J. Holsinger	Rande W. Robbins
Danny Bilyeu	Juan M. Huerta	Betsy Roberts
Brian Bishop	Pamela Hughes	Tim Rumage
Susie Bowie	Gaye Hukel	Devin Rutkowski
Mary Anne Bowie	Johnette Isham	Steven Schield
Theo Breen	Becky Johnson	Susan Scott
Dave Bullock	Linda T. Jones	Jennifer Shafer
Chuck Butterfield	Raymond Kaiser	Ken Shelin
Lee Byron	Stacey Kanatzar	Mary E. Sheppard
Don Chaney	Richard Kanter	Thomas Shola
Richard Clapp	Ann E. Kaplan	Tom Slaughter
Craig Colburn	Becky Karnas	Kelly Slaughter
Peggy J. Connell	Kelly Kirschner	Frank Folsom Smith
Kevin T. Connelly	Sharon Joy Kleitsch	Joe Smyth
Sandra Danu	Marion R. Kuster	Linda L. Spivey
Deb Dart	Mike Lasche	Ryan Stanley
Jeanne Dubi	Barbara Lausche	Dennis Stover
Francoise Ducroz	Shawn Leins	Richard Swier
Charles Edwards	Jude Levy	Gerry Swarmstedt
Mary Elmendorf	Greg Mallay	Jack Taylor
Lea Etchells	Ellen Maloff	Beverly Templeton
Larry Evans	Demetra McBride	Jon Thaxton
Charlie Fellmeth	Thomas C. McCollum	Pam Truitt
Leann Fellmeth	John McGruder	Ben Tucker
Keith Fitzgerald	Caroline McKeon	Alexis Upham
Marjorie Floyd	Mike McLaughlin	Ann E. Van Cott
Patty Foley	Earl McMinn	Erin "Tommy" Vaughan-Birch
Robert C. Gause	Mario L. Messina	Skip Vermilyea
Pat Gentry	Michele Mician	Christopher Warn
Sandy Gilbert	Jono Miller	Elizabeth Wong
Elsie M. Gilmore	Peg Nadel	Kyla Yaeger
Tim Graham	Vera Neumann-Wood	Ernie Zavodnyik
Mike Grant	Bonnie Nickel	William Zoller
Bonnie Greenball	Lynn Nilssen	Wolfe Zucker
Danni Griffith	Kathleen O'Leary	
Carly Grumm	Dana O'Mara	

Appendix 2: Support Staff for the Summit for Environmental Action

Each small group had two support people – a facilitator and a resource person. The role of the facilitator was to ensure that the conversation stayed on track and was productive. The role of the resource person was to provide information about the feasibility and originality of the group’s ideas.

Volunteer Facilitators

Betty Alpaugh, *Sarasota County Government*

Alisa Bennett, *Bennett Contracting Inc.*

Dean Crowley, *WG Mills*

June Cussen, *Sarasota Network for Climate Action (SNCA)*

April Donor, *SCOPE*

Mary Forristall, *Forristall Enterprises Inc., AMDS Inc.*

Chris Gallagher, *Jonathan Parks Architect*

Suzanne Gregory, *SCOPE*

Rick Hughes, *AnythingArts.com*

David Klement, *USF Sarasota-Manatee Institute for Public Policy and Leadership*

Stacey Laidlaw, *Grassroots Leadership Initiative*

Anne Merrill, *Florida House Institute*

Julie Morris, *Science and Environment Council, New College of Florida*

Glen Shen, *Mote Marine*

Myriam Springuel, *Springuel Consulting*

Vicki Vega, *Greater Sarasota Chamber of Commerce*

Volunteer Resource People

Dr. David Benzing, *Marie G. Selby Gardens*

David Brain, *New College of Florida*

Theresa Connor, *Sarasota County Water Resources*

Frank Domingo, *Wilson Miller*

Steve Ellis, *My Green Buildings*

Donald Fitts, *Maintenance Engineering, LTD*

Jo Hansen, *Florida House Learning Center*

Patricia Hobson, *Biological Research Associates, ENTRIX, Inc*

Jodi John, *Eco-Essentials*

Laura Morton, *Florida West Coast Research and Conservation and Development Council*

Angela Polo Maraj, *Southwest Florida Water Management District*

Nina Powers, *Sustainable Sarasota, Sarasota County Government*

Gary Raulerson, *Sarasota Bay Estuary Program*

Olga Ronay, *Kimley-Horn*

Steve Suau, *Progressive Water Resources*

Laurel Schiller, *Florida Native Plants, Inc.*

Appendix 3: Afternoon Presentations - Summit for Environmental Action

Each of the 16 small groups presented one idea during the plenary session. The following ideas are those that did not make it into the “Top 5.” The results of instant voting are below the description of the action.

The below action plans are presented as written. They differ in levels of detail and subject headings due to the time constraints of the Summit for Environmental Action.

Energy Use

Action 1:

“Implement solar hot water funding for every home in Sarasota/Manatee counties”

Why this is important: Hot water heating uses 20% of home energy. Will generate cash flow for local government in these rough times. Could lead to distinct utilities in a compact neighborhood.

Why now is the right time: Everyone is becoming more aware of carbon footprint, it would spark the local economy by generating retrofitting activity, government and Sarasota are sensitive to “green” now.

Identified Leaders: Jeffrey Orenstein, Gerry Swormstedt, Steve Ellis, County and City commissioners and staff, Florida House, Sierra Club and other environmental organizations

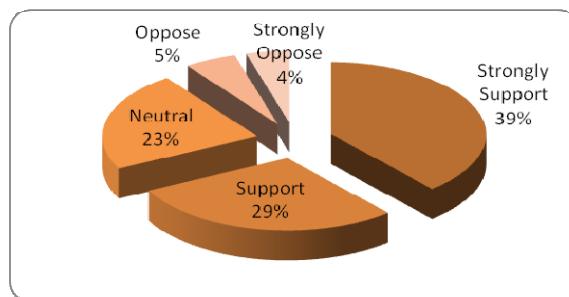
Why Support will be high: People want to do the right thing, it will be politically popular now, it has the potential to be revenue-neutral, it will save people money on power bills

Barriers: The economy – reduced budgets, political complexities, getting funding sources, physical barriers – structural and attitudinal.

Measurement of Success:

- **Short-term:** Monitor meters, count number of retrofits and extrapolate average savings.

Response	Number	Percent
Strongly Support	43	38.74%
Support	32	28.83%
Neutral	25	22.52%
Oppose	6	5.41%
Strongly Oppose	5	4.50%
Totals	111	100%



Action 2:

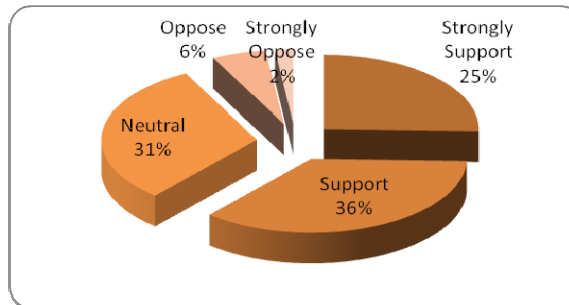
“Create energy-efficient community action strategy focusing on land use and building (compact, mixed-use, walkable)”

Why this is important: Measurable savings of energy, can be implemented, quality of life improvements (demographics)

Why now is the right time: Overdue! Diminishing land resources, cost of land and building, green building

Potential Leaders: Young people (Gabriel Hament), everyone in the group (county, local government, citizens), government, business, individual unity, Educational institutions – USF, New College of Florida (Meg Lowman), Neighborhood Associations, businesses, local government (especially Extension Service), nonprofits (Florida House), E-fest

Response	Number	Percent
Strongly Support	27	25.47%
Support	38	35.85%
Neutral	33	31.13%
Oppose	6	5.66%
Strongly Oppose	2	1.89%
Totals	106	100%

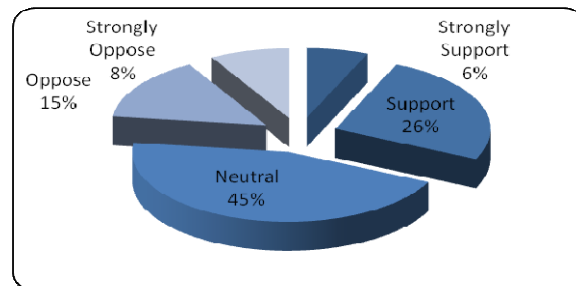


Water Issues

Action 1:

“Continue citizen involvement in planning, go native landscaping, go native landscaping (short term), provide incentives for tech innovation including recruitment of sustainable businesses and supporting existing sustainable businesses, provide incentives for conservation (individual), provide incentives for conservation as well as collective (aquifer storage and recovery, as an example) (mid-to-long-term)”

Response	Number	Percent
Strongly Support	7	6.42%
Support	28	25.69%
Neutral	49	44.95%
Oppose	16	14.68%
Strongly Oppose	9	8.26%
Totals	109	100%



Action 2:

“Increase public awareness (through education and demonstration – engagement – advocacy) and direct public investment toward sustainable watershed management. (gray water recycling, landscaping, stormwater reuse)”

Why this is important: Sustainable watershed management is critical to sustainable community design and conservation and protection

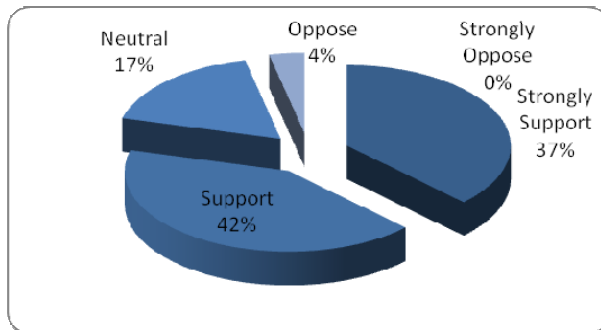
Why now is the right time: It will be more difficult and expensive to do later. The current drought has raised awareness

Identified Leaders: Leaders will come from neighborhood associations, homeowner groups, utility managers, public officials, business leaders, fees, grants, foundations, NGO’s

Why Support will be high: Affects everyday living, protects property value, wise use of limited investment and saving future costs

Barriers: Lack of public awareness, parochial government attitudes, lack of political will, redirecting public money is always hard.

Response	Number	Percent
Strongly Support	43	37.39%
Support	48	41.74%
Neutral	20	17.39%
Oppose	4	3.48%
Strongly Oppose	0	0%
Totals	115	100%



Action 3:

“Create a neighborhood volunteer corps to promote and educate via workshops, forums and projects. Partnerships with media, for recognition and reward; schools for education based projects; actively lobby local representatives and lead by example. Example: Anna Maria Elementary specific projects like cistern construction, community contests for reducing footprint.”

Why this is important: It just is.

Why now is the right time: There is no time like the present

Identified Leaders: Each and every one of us, networking and partnerships and nagging.

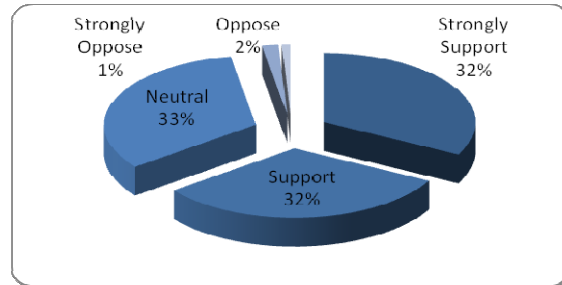
Why Support will be high: It affects everyone

Barriers: Negativism and ignorance

Measurement of Success:

- **Short-term:** Number of volunteers
- **Mid-term:** Number of school, community projects working.

Response	Number	Percent
Strongly Support	37	32.74%
Support	36	31.86%
Neutral	37	32.74%
Oppose	2	1.77%
Strongly Oppose	1	0.88%
Totals	113	100%



Florida-Friendly Landscaping

Action 1:

“Create an organization/collaboration that acts as a catalyst to bring together stakeholders such as Southwest Florida Water Management District, IFAS, Sustainable Landscape council, Professional Landscape groups, SCOPE, to develop and agree upon an environmentally sound, sustainable “staged” landscape program that collectively defines best management practices.”

Why this is important: Everyone is speaking different languages. We need one voice.

Why now is the right time: Critical water shortage, green movement

Identified Leaders: Grassroots, businesses, property owners, Selby Gardens, Homeowner’s Associations, Landscape maintenance companies, Land developers, Land planners, Urban foresters, Scientists, Bankers, Sarasota County Resource protection.

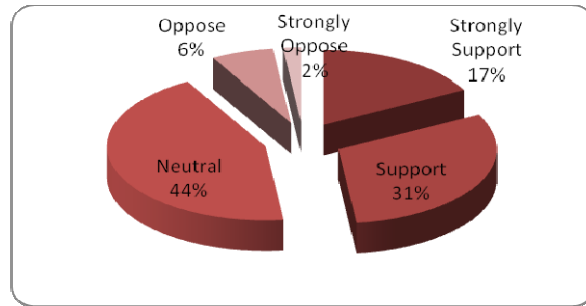
Why Support will be high: Water shortage leads to economic hardship. Tourism is affected: green movement

Barriers: Current culture – investing in the wrong thing right now, cost to make change, people/entities not interested in landscaping.

Measurement of Success:

- **Short-term:** How many landscapes fall into the minimum criteria?
- **Mid-term:** 20% meet minimum criteria.
- **Long-term:** 50% meet minimum criteria

Response	Number	Percent
Strongly Support	19	17.27%
Support	34	30.91%
Neutral	48	43.64%
Oppose	7	6.36%
Strongly Oppose	2	1.82%
Totals	110	100%



Action 2:

“Use and create models, incentives, and education curricula to promote sustainable and “hip” landscapes with less grass.”

Why this is important: Water conservation, less pollution, cleaner bays. St. Augustine uses more water, fertilizer and pesticides than any other landscape element. Pay people to remove it.

Why now is the right time: Government leader awareness, and we have urgent water quality problems, tourism, ongoing drought.

Identified Leaders: Condo leaders, government leaders, Audobon society, teachers, convention and visitors bureau, horticulturalists, everyone here, SCOPE, NEST, Extension service, FUN, government offices, key elected officials.

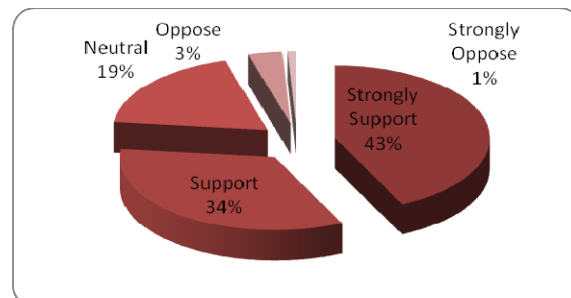
Why Support will be high: Red tide, algae – green is more accepted, drought is pinching us, tourism may be impacted, is important economically. Our water bodies are key to our quality of life.

Barriers: Inertia in landscape industry (fertilizer, sod, grass-cutting, pest control). Many people think they need a “lawn” and Florida yards are not ‘hip.’ School districts - we already have our curriculum. County/municipal budget problems.

Measurement of Success:

- **Short-term:** Number of models established, amount of water used, number of certified Florida friendly yards through Florida Yards and Neighborhoods, sales of plants vs. turf and grass-related projects, number of new landscape businesses, water quality changes.

Response	Number	Percent
Strongly Support	48	42.86%
Support	38	33.93%
Neutral	21	18.75%
Oppose	4	3.57%
Strongly Oppose	1	0.89%
Totals	112	100%



Action 3:

“Develop neighborhood Florida Friendly landscape strategies in partnership with local governments, businesses, homeowners associations, individuals and NGO’s. Incentives: Awards, parade of yards, formalized tours, neighborhood action teams.”

Why this is important: Reduce water usage, reduce pesticides, increase habitat, reduce energy, contribute to sustainability.

Why now is the right time: The Florida-Friendly landscape program and description already exists. No regulation is required. Community awareness is focused on sustainability.

Identified Leaders: Bonnie, Peggy, Kathleen, Aubrey, Native plant society, Florida House, Selby Gardens, Sarasota Bay Estuary Program, Florida scrub growers, Sustainable Sarasota, E-Fest, Sierra Club, Audobon, IFA’s

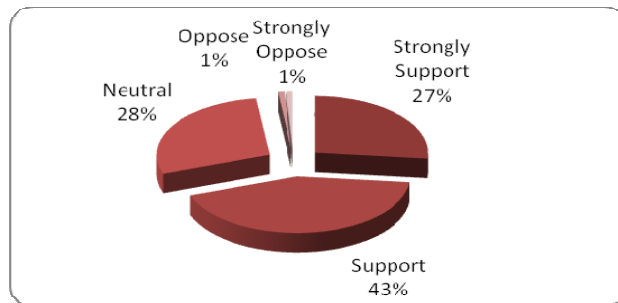
Why Support will be high: Make it easy, sustainability is a current topic, less maintenance required, drought resistant, rewards positive examples.

Barriers: Delayed gratification, deed restricted communities, misperception of Florida Friendly aesthetics possibilities, people’s attachment to existing non Florida-friendly landscaping, low-income communities.

Measurement of Success:

- **Short-term:** Establish baseline count of Florida-Friendly yards, count inventory and monitor changes yearly. Attendance at awards submissions
- **Mid-term:** Number of future developments that have Florida Friendly yards incorporated
- **Long-term:** Monitor per-capita water usage, has the average score of qualified yards increased?

Response	Number	Percent
Strongly Support	28	26.67%
Support	45	42.86%
Neutral	30	28.57%
Oppose	1	0.95%
Strongly Oppose	1	0.95%
Totals	105	100%



Living Locally

Action 1:

“Create a campaign (multimedia but primarily web-based) with facts, information and commentary to promote sustainable living – reducing environmental impact by living locally.”

Why this is important: Creates a call to action – a locally-based green portal – we want to support the local economy.

Why now is the right time: Will support local businesses and the local economy. We need to gather information and resources in one place – it doesn’t exist. Triple bottom line makes good sense!

Identified Leaders: Existing content producers: farmlink.org, Sarasota green pages, Sarasota County, Green Business Partnership, Sustainable Sarasota, Sarasota Originals, count extension office, Mote Marine, aquaculture, an open invitation

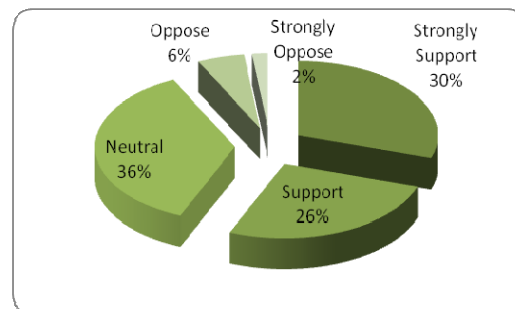
Why Support will be high: It will be inclusive (doesn’t replace, it incorporates), a central clearinghouse, easy to use, interactive, dynamic, fueled by community

Barriers: Providing baseline factual information on issues, also enabling individual comment while monitoring for other inappropriate content, the campaign to build awareness, gathering – resource links and keeping issues current, funding – many stakeholders are small businesses.

Measurement of Success:

- **Short-term:** Hits, commentary, occupational licenses, green business partnership certifications
- **Mid-term:** Waste metrics of key energy usage and waste, kilowatt consumption, fuel usage, water. Reduce overall ecological footprint, advertising revenue, press generated.

Response	Number	Percent
Strongly Support	33	30%
Support	29	26.36%
Neutral	40	36.36%
Oppose	6	5.45%
Strongly Oppose	2	1.82%
Totals	110	100%



Action 2:

“Develop public outreach programs and processes for stimulating local business, driving job creation, and ‘living locally.’”

Why is this important: Economic benefit in region reduces Ecological Footprint, Economic engine for job stimulus and economic diversity, Reduces transportation emissions, Leads to diverse population, Social benefits, Reduces exodus of youth, Attracts new businesses, Rewards entrepreneurs/artisans for staying.

Why now is the right time: Down economy, New Markets, We have the talent here, Running out of time environmentally, Need for sense of “local patriotism”

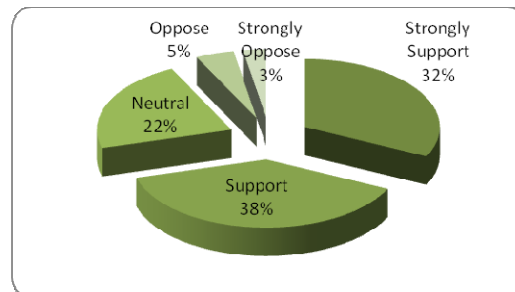
The barriers that need to be overcome are: Government change, Lack of awareness, Political will, Group makes this a priority

Identify leaders from the group: Sustainable Sarasota, Sarasota County Economic Development Corporation, BCC, City Councils, Etc., State Legislature, School Board, Hospital Board, SRQ magazine, Media, Aspire, Chamber of Commerce, Non-profits

Measurement of success

- **Short-term:** Establish network – cyclical surveys, Number of government contracts going to local business
- **Medium-term:** Number of businesses created or expanded, Local business I.Q., Vacancy rates
- **Long-term:** Number of businesses created or expanded, Unemployment

Response	Number	Percent
Strongly Support	35	32.11%
Support	42	38.53%
Neutral	24	22.02%
Oppose	5	4.59%
Strongly Oppose	3	2.75%
Totals	109	100%



Action 3:

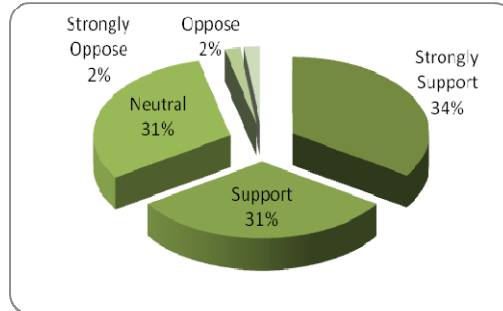
“Increase the wealth of our community by enhancing our Natural Capital (consider people, planet, profit). For example, create model co-housing, ecovillages, legalize and celebrate home businesses, incentivize organic farming, support local business diversity in economy, make open space requirements functional (for instance, biologic retention ponds), organic farming required in open space, wildlife habitat. Ask – “does every project and regulation promote sustainability and the environment or not?””

Why public support will be high: Everyone can win, Green is about lifestyle – community, Supports current aims at sustainability, future-oriented, tourism

Leadership: This group, Coalition of existing groups – business, nonprofit, government, Government must create pathway to make it happen. Take politics out and engage politicians, Public speakers bureau, Public-private partnerships

Barriers: Assumption that business proposals are negative, incongruent zoning and land development regulations, Lack of public understanding

Response	Number	Percent
Strongly Support	37	34.26%
Support	34	31.48%
Neutral	33	30.56%
Oppose	2	1.85%
Strongly Oppose	2	1.85%
Totals	108	100%



Appendix 4: All ideas from morning brainstorming

Participants spent the morning session in small groups of 10-12. The morning session was focused on brainstorming, with the goal of producing 20-30 loosely defined ideas from each group. During the last 10 minutes of this session, the facilitator led the group through a “dots exercise.” Each participant had 4 dots and placed them next to their 4 favorite ideas (putting all dots on one idea was discouraged). The 4 ideas with the most dots were transcribed and became the starting point for the afternoon session.

The number in parenthesis notes the number of dots received by that idea. Note that no idea could have gotten more than 12 dots, since this list represents the work of 16 small groups of 10-12 and each group “dotted” only their own ideas.

Energy Use

1. Kansas City example – regulate for public and private energy use 0- consistent energy use during day
2. Education on how to be more energy efficient, what available to do that, and celebrating positive change (4)
3. Government – incentives, build green businesses to start green ideas (3)
4. Example and legislation – bring new energy efficient buildings into service, old buildings out. Florida House foundation and incentives (2)
5. Improve land use planning, affordable housing, environmental, transportation, consider when planning. Land Use – diversify, mixed use, minimum density, transportation use (9)
6. Low impact development design partnered with land use planning (0 dots, combined with #5.)
7. Growing local, native plants idea
8. Incorporate environmental education with teacher education, green schools (0 dots)
9. Marketing – products built to a new green standard
10. Community celebrating a positive environmental change (1)
11. Trained volunteers to visit homes to make recommendation toward energy efficiency (different expertise) (1)
12. Deed restricted communities to allow more energy efficient products (3)
13. Invite people to join groups like SNCA, asset mapping to identify connection and compiled information (4)
14. Credit individual, small group efforts to build momentum of what does work. Encourage adoption of ideas. (2)
15. Promote green technology and energy efficient ideas and connection to economic development (7 dots)
16. Place based community
17. People take individual action (2)
18. War on terror – Reframe through public opinion
19. Economic future – Reframe through public opinion
20. Reduce consumption
21. Invest in alternative energy
 - a. Supported by government
 - b. Practical advice
22. How to communicate is important (2)
23. Educate on net metering (small businesses, individuals)
24. Energy Res. Center (5)
25. Education campaign (1)

26. Collecting and transferring energy
27. Communication channel must be digital
28. Geo-thermal for pools (circulation process - not individual, public participation)
29. Practical advise – ideas? Smart lights
30. Solar/thermal set of providers and easy access/location (1)
31. Low cost loans – incentive (business model, public) (2)
32. Energy info/resource center
33. Conservation through efficiency
34. Mobility 0 transit and walkability, pedestrian friendly downtown
35. Solar hot water
36. Energy information resource hub for 3 – info, planning, funding (1)
37. Energy resource center
38. Photovoltaic opportunities sell/rent roof space (technology is advancing rapidly)
39. Conservation through efficiency incentives (5)
 - a. Building efficiency
 - b. New construction
 - c. Retrofit existing
 - d. Incentives (landlords too)
40. Difference between dist. Energy and major “other” installations (individual vs. utility)
41. 3 levels: individual, commercial, policy (economic development)
42. Incentives – expedite permitting – green buildings
43. Prohibitions – discourage certain fuel uses
44. Florida house model (digital) to educate people/businesses
45. County should develop policies for own governance
46. Tap into great local minds – Lambie, Kaiser (1)
47. Government opportunities 0 bayside, proscenium (central energy district)
48. How do we create transit opportunities and make it a viable option – refocus transit to move us out of cars (up \$.10/gallon makes \$16 million out of local economy)
49. Become the “east coast Portland Oregon” (5)
50. Sidewalks/walkability – a priority and available
51. Reduce gas consumption
 - a. Carpooling
 - b. Encourage/incentivize
 - c. Smaller more efficient cars
 - d. Fees based on efficiency
52. Sewage treatment plants - reduce methane gas, convert aerobic to anaerobic (cover), energy neutral or generates power.
53. Landfills – capturing methane
54. Solar at Rothenbach (FPL) needs to be revamped and directed correctly
55. Hot water (20%-30% of energy generation) Lakeland example – solar/thermal (5)
56. Recycling – saving stored energy through re-use (public education)
57. Increase landfill charges
58. Criminal to dump
59. Convenience to landfill
60. Science and economic base to solutions needed (insta-hot water – some waste energy) (1)
61. Local initiatives for businesses to make their buildings and vehicles more energy efficient/solar (6)
62. Retrofit existing buildings – residential/commercial to be more energy efficient and reduce carbon footprint (paired with #1)
63. How can we increase the number of energy audits – see # 24 (1)
64. Smart energy districts – distributed generation (2)
65. National solar energy mega-scale demonstration project (3)
66. Measurable conservation options for consumer products (1)
67. Solar incentives for developments, commercial buildings, subdivisions (2)

68. Retrofit rooftops for solar energy generation
69. More local education on energy use and conservation (2)
70. Measured information on energy-efficient appliances
71. Promote and foster alternative building systems that provide energy savings in construction (1)
72. Lobby for federal and state incentives – tax credits for individuals purchasing energy efficient products.
The role that transit plays in reducing energy consumption (1)
73. Encourage mixed use and compact development along transportation corridors to encourage transportation network alternatives (6)
74. Redirection of transportation subsidies (2)
75. Smaller mass transit buses
76. Integrate school/SCAT buses
77. Overcome social stigma associated with public transportation
78. Web-based or neighborhood-based carpooling
79. Price signals (1)
80. Shaded, prepaid, quick loading bus stops (1)
81. Greater community support for a green design center for retrofitting and new construction which ties to university research (see # 9) (6)
82. Use Bee Ridge road and/or North Trail as a demonstration New Urbanism transit-oriented development corridor (2)
83. Homeowner energy report card – housing type based (see # 3) (7)
84. Map and support slow speed network that would encourage alternatives – pedestrians, bicycles, segways, etc. (1)
85. Lower energy costs via public transportation – e.g. fleet vehicles – government (1)
86. Alternative energy fuels, transportation routes (hybrids, express routes – government
87. Policy changes –state/federal tax incentives, net metering (credits), debt financing (loans) – government and private partnership (1)
88. Public education on energy conservation – government, education, civic/community, individuals (1)
89. Take vision long term – 2050. Create technology via brainpower solar, wind, nuclear fusion, geothermal/geo-exchange – market-based incubator (10)
90. Community-based system with payback
91. Enhance environment via lighting products and services that save energy are better for end user and are environmentally friendly
92. Incentives for sustainable design (1)
93. Build community (political and consumer) demand for federal, state, local energy policy
94. Curb phantom power consumption, take personal responsibility for conservation (9)
95. Create public/private, incubator center for alternative energy and sustainability (5)
96. Encourage use of light rail (2)
97. Encourage and create consumer and market-based incentives to reward entrepreneurs and customers for making efficient energy choices (4)
98. Promote/match environmentally friendly technology (e.g. full energy efficiency into marketplace, e.g. light bulbs) (4)
99. Use alternative fuels – use algae for biofuels. Stop using corn.
100. Revisit land use policies – planning, zoning (10)

Water Issues

1. Limit amount of turf in landscape, and specifically St. Augustine grass.
2. Provide incentives to recycling stormwater in retention ponds for irrigation
3. Re-examine the most cost-effective capital improvement program to implement gray water alternatives (4)
4. Land development regulations need to be geared toward sustainable design (7)
5. Utilize/encourage property owners in established neighborhoods to put in water retention areas on row or property (rain gardens)
6. Increase tree canopy
7. Reduce impervious surface areas for all development (now 75%) – alternatives for asphalt, underground retention vaults and recycling that captured water (4)
8. Education through demonstration projects (2)
9. Reduce soil compaction (1)
10. Focus on amount of water delivered – tiered rate, inverted rate (1)
11. Develop a “clearinghouse” to provide experts/information and engage community via an educational campaign. Implement strategic marketing and communications campaign (6)
12. No discharge of wastewater policy (5)
13. Water that is conserved is conserved for environmental preservation and restoration vs. for new development (3)
14. Less turf and more native landscaping is beautiful (3)
15. Incentive to remove St. Augustine sod. (6)
16. Stricter irrigation standards (use and equipment), upgrade older systems
17. Irrigation standards enforcement
18. Legal assistance for changing condo deed restrictions about landscape and water
19. Capture stormwater from condo buildings and sites
20. Better water policies and education for lodging industry
21. Meter and charge money for well water
22. More retention areas/ponds (storage)
23. More education about reclaimed water (2)
24. Reduce compaction and increase pervious surfaces in new development (2)
25. Vary water rates as incentive to make better use of water (1)
26. Encourage homeowners to store and save rainwater on site (1)
27. Make Florida-friendly landscaping more “hip”/attractive (4)
28. Challenge researchers to come up with attractive groundcovers (2)
29. Government and civic must serve as positive role models for landscaping and water use (3)
30. Encourage individuals to be proactive about water
31. Develop school curriculum about water to reach out to children (3)
32. Educate snowbirds
33. Set up condo model for other projects (remove the St. Augustine) via N.E.S.T. (3)
34. “restore”/renovate drainage canals (slow runoff)
35. Individual meters on condo units
36. Rainwater trumps groundwater
37. Education: empower consumers (6)
38. Public: better understand role density plays in water conservation (1)
39. Welcome wagon for newcomers (3)
40. Teach children “habits”: educational curriculum, inspire adults, reduce, reuse, recycle
41. Inform and educate: Links: Environmental, health, sustainability

42. Change permitting regulations to allow Co-housing, require existing trees to be considered in drainage calculations for site planning and to require bio. Treatment for ponds by changing existing subdivision regulations that now allow herbicides (1)
43. Inform and educate – how do we source water?
44. How decisions are made for how we provide water and for what –
 - a. Rethink source use
 - b. Incentives for irrigation (cistern/gutters)
45. Food within Florida friendly yards (1)
46. Florida friendly roofing – catch water and energy
47. Drought tolerant and native plants

48. Increase supply – Reduce consumption (5)
 - a. Preserve trees
 - b. Regional drainage systems
 - c. Desalinization plant
 - d. Harvest rainwater
 - e. Reuse water for other uses (toilets, etc.)
 - f. Stop poisoning water to add to supply (chemicals, pesticide, herbicide)
 - g. Promote regeneration
 - h. Water neutral program
49. Different levels of water (3)
 - a. Potable
 - b. Other grades
 - c. Example: Orange County California recycles its water back to drinking standard
 - d. Use plants to clean water
 - e. Hold water on site to let it breakdown
 - f. Permit and promote new technology
50. Carbon neutral buildings (example: in U.K. produce own energy and clean resources)
51. Rate structure for water
52. Break from old patterns
53. Create the political will
 - a. Expense
 - b. Long-term benefit
 - c. Create public demand so politicians follow rather than lead (e.g. green roof)
 - d. Empower the decision-makers
54. Clarify what kind of community we want – like Miami? New York? Seattle?
55. Planning – zoning – methods – regulatory. Change them. Example: trees hold water not counted in standards, subdivision pond treatment, vaults and cisterns (6)
56. Conserve water for the future
57. Conservation is economic development opportunity – green jobs
58. Encourage local action at home – bottled water comes from somewhere else
59. Water neutral program – similar to Carbon Neutral (3)
60. Governments should “walk the talk” (5)
 - a. Allow people to make changes
 - b. Take risks
 - c. Clean up regulatory inconsistencies
61. Make water-related issues personal – i.e. we water during daybreak
62. Promote regeneration (2)
63. Education: conservation water demands of lawns lawn watering timers – enforcement, about the value of water, kids taught to do home water audit, lead by example (5)
64. “Prius” feedback dashboard water meter, “audits” for heavy users and home (2)

65. Acknowledge as finite resource. Recognize/set consumption by environment, accountability needed for neighboring water use. "right water for right use" (3)
66. Engineering solutions for reclaiming. Ex: retention ponds, closed system, greywater, septic tanks recycled as cisterns, water impact fees, assess water demand implications of development designs (1 dot)
67. Destructive landscape practices home and agriculture. Softening deed restrictions about lawn requirements. (5)
68. Government limits demand by limiting population (1)
69. Water ballot on bill (new sources or efficiency), users dedicate "saved" water to particular uses (2 dots)
70. Sustainable local agriculture also community gardens (3)
71. Watershed and estuary protection
72. Stormwater rebate for significant cisterns (1)

Florida-Friendly Landscaping

1. Subdivisions – manicured lawns (4)
 - a. incentives for new subdivisions to put in Florida Friendly lawns
 - b. Incentives for retrofits in existing neighborhoods.
2. Develop role models – publicize project - cost - looks good. "demonstration" along a gradient – 5 or 6 show stages. (2)
3. Education of landscape choices – consequences (waste, pesticides, fertilizer – degrades bay)
4. Incentive to eradicate exotics – property tax reduction? \$ help.
5. Better enforcement of drought restrictions for irrigation (5)
6. Convert golf courses to ecological green space
7. TV advertising and promotion – to reach general population (special approaches needed for snowbirds)(1)
8. All faiths agree it's God's creation, educate in places of worship/demonstrate in church(2)/faith landscaping. (3)
9. Make connection – landscape connects to water and climate change (3)
10. Integrated package for marketing one common theme - handle (1)
11. Landscape benefits to wildlife
12. Schools – their landscaping on grounds is link to curriculum (2,3)
13. University research program, IFAS, Government/foundations/CCNA/homeowner match – fund demonstration projects and get gardening groups to help (2)
14. Show alternatives to green lawns (2)
15. Changing human perceptions – they don't need to fertilize - \$ (3)
16. Start charging more for water use that is in excess of reasonable landscaping use: improve/exaggerate existing tiered system for water use. (5)
17. Separate metering or separate rates for landscape water. (5)
18. Sell half a loaf – tolerate some exotics, move toward Florida Friendly level 1-2-3 (2)
19. Feature Fl. Friendly in newspaper – have a tour of gardens (1)
20. Program for people to convert to Florida Friendly in stages - lay out implementation steps (2)
21. Regulation – improve on existing ones (5)
22. Education film for movie theaters on Florida Friendly inconvenient truth model, elements, impacts (1)
23. Alternatives to sea walls, replace with vegetation.
24. Marketing, promoting, see what other people are doing, make it desirable (1)
25. Audubon society, co. regulations for new and remodeled golf courses and use of water room for improvement.
26. Future land development regulations need to be geared towards Sustainable community design (3)
 - i. Reduce impervious surfaces and encourage use of alternatives

- ii. Capture and recycle stormwater (underground vaults, ponds, etc.)
 - iii. Reduce turf, increase native vegetation and trees.
- 27. Private citizen group initiatives here: develop and implement a strategic marketing campaign to engage and educate (4,2)
 - i. Educate
 - ii. Demonstrate
 - iii. Engage
- 28. No discharge of wastewater policy – 100% reclaimed water for alternative uses (1)
- 29. Focus on existing public investment (I.R. CIP) for sustainable infrastructure (4)
 - i. Grey water recycling
 - ii. Landscaping
 - iii. Urban canopy
 - iv. Stormwater reuse
- 30. Determine what amount of development can be sustained with available water resources (1)
- 31. Develop a clearinghouse, provide demonstrations, advocacy for sustainable watershed management. (problem is that 95% of the local people don't understand)
- 32. Use reclaimed water for landscape irrigation
- 33. Use of cisterns for irrigation
- 34. Should we even have golf courses? (5)
- 35. Improve existing regulations for new subdivisions (5)
- 36. Don't let new homes in existing neighborhoods to scrape – improved land development regulation for new homes in existing neighborhoods – all vegetation. (5)
- 37. Higher fines for violations (5)

- 38. Education at point of sale (3)
- 39. Media plan to highlight progress and efforts and case studies (who did what and how it helped)
- 40. Have environmental (volunteer) audit teams provide use audits on water, landscape, etc. (with carrot to save money if implemented)
- 41. Produce a printed resource guide for new residents with emphasis on environmental issues
- 42. Create educational outreach teams for schools, communities and organizations
- 43. Partner with local business and colleges/schools
- 44. Organized volunteers through schools for community service credits 0 Environmental Corps
- 45. Make the “ask” to engage citizens and business to work together
- 46. DVD – documentary – photos media campaign – partnership to create an ad campaign that runs in all local media - free as partners
- 47. State legislation allows individuals to pursue Florida-Friendly landscape (no overrule by Homeowners Association) (Fait accompli for new) (4)
- 48. Provide incentives for Homeowners Associations to remove grass. (2)
- 49. Encourage Homeowners Associations to use natural landscape methods
- 50. Challenge perceptions (e.g.: Florida Friendly landscaping is ugly, chemicals are necessary)
- 51. Green roof mandates – rooftop gardens on new construction (3)
- 52. Goal of 40% tree canopy cover in 10 years in Sarasota County (60% on residential 20% commercial – excluding parks) (4)
- 53. Incentives for developers and builders to increase permeable surfaces, including parking. (Bioswales and planting native aquatic vegetation)
- 54. Reduction of urban heat island effect through landscaping and level of shade planning department regulations. Development should be heat island neutral (1)
- 55. Capture stormwater runoff on each site in some water storage facility, drywell, berms (in effect in LA now). Each property owner – TREES – program in LA (2)
- 56. Rainbarrel program
- 57. Agreements with public buildings for Florida friendly landscaping

58. Require government entity to only contract with Florida Friendly certified landscapers on city and county tree advisory board have trained tree professionals and staff (like Gainesville) (5)
59. Improve regulations for landscaping in littoral zones – re-establish and protect coastline plant communities. (2)
60. Protect trees on private and city property
61. In new developments put in proper soil. Till in good topsoil (plantable soil) after building.
62. Low-impact development – encourage by new regulation and incentives. (2)
63. Review by trained professionals in Florida-friendly landscaping of planning and development regulations.
64. Internally-generated landscaping initiatives in schools (community grants available through SWFWMD) (2)
65. Expand concept of green roofs to include shade cloth
66. Unexempt city, county, and school utilities from tree protection ordinances and land development regulations
67. Educate consumer of fertilizers and pesticides (1)
68. Massive tree planting program many community groups (3)
69. Law – chemical sellers must have a Florida Friendly section. Florida Friendly seal for products. (1)
70. Reduce use of cypress mulch. Educate to stop buying it.
71. Free mulch – available from county. Make available locally
72. Take personal responsibility for energy conservation (too nebulous)
73. Long-term vision – 2050 via brainpower for alternative energy (vague, broad)
74. Revisit land use policies - planning, zoning, walkability (land use vision? +specific, - 5 years to measure)
75. Limit sod turf (and require native buffers) through regulation and education
76. Get local natives in major markets (Home Depot, etc.) and mulch, through consumer demand
77. Local governments require local natives and materials on own property (lead by example)
78. “Neighborhood landscape watch” to educate take action toward, lower water consumption and non-invasives (5)
79. Local government enforce “lawn tax” for square footage of turf
80. Encourage floating water gardens – education through newspaper, local government, competition (2)
81. Benches in Florida friendly yards with signs – newspaper spreads awareness, recognition by neighborhood groups, local government, clubs – neighborhood based
82. Education to promote biodiversity through all means possible (associations)
83. Florida-friendly gardening brochures for newcomers
84. Promote planting of trees – property tax credit (4)
85. Encourage rainbarrels and cisterns
86. Florida-friendly garden tours (city...) and inventory list NG HDS in partnership with local government.
87. Standards for “green certification” for new developments (1)
88. Green roofs on government buildings (4)
89. Promote existing educational programs
90. Incentives for permeable surfaces – roads, walkways, parking
91. Require and reward single-lot water retention

Living Locally

1. Edible landscaping
2. Farmer’s markets – get them publicized
3. Value farmland as much as environmental land (4)
4. Sustainable urbanism as a policy
5. Mass transit
6. Community gardens, teaching how to grow own food in neighborhood
7. Create green economy
8. Set aside arable lands in all new developments (4)

9. Consult with local farmers to develop policies to aid them (3)
10. Green for everyone – mainstream. (3)
11. Encourage restaurants, retailers to stock local resources
12. Publicize local products
13. Organizations to patronize establishments that patronize locally
14. Develop local standard for local goods (2)
15. Buying on line as close as possible
16. Education outreach as to what to order in restaurants (“seafood watch”)
17. Organizing neighborhood co-ops
18. Cleaning neighborhood trees/ fund raise
19. Encourage schools, hospitals to buy local goods
20. Reduce energy bought from outside (solar)
21. Develop public outreach program for local goods – education, publicity, institutions (8)
22. Walk everywhere – no curbs, plants, storefronts, shades, plants, trash receptacles, safety
23. Cross 41 – pedestrian bridges
24. Better signal timing
25. Slow traffic
26. Wider sidewalks – 5 feet to 8 feet better
27. 10/10/4 on 41 – traffic calming
28. Lower speed limits
29. Public transportation to walkable areas (1)
30. Interesting infill between areas
31. Memorable points of interest – using natural environment, window boxes, living walls
32. Seating, meeting places
33. Crosswalks, sidewalks ending, lighting (1)
34. Lakewood Ranch – move access to Main Street
35. Promote livable cities design
36. Work with private and public to create vast network of trails
37. Full time bicycle/pedestrian coordinator for county (1)
38. Increase walkability/bicycling to work
39. Sustainable urban centers linked by efficient public transportation, accommodating w+c (5)
40. Wide, slow, safe living – connected corridors for bicycles and pedestrians (2)
41. Make Sarasota a paradise for walkers, bikers, and mass transit. (5)
42. Historic preservation – the built environment creating a historic district
43. Local farmers markets municipally supported at each city/township (minimum cost to vendors)
44. Small steps approach- living greener - how to change something one time, purchase locally produced items
45. Aquaculture – grow local fish (disappearing) fish farming, tie in all solar panels, also ties into other industries (MOTE actively involved)
46. Act locally, think regionally, learn globally – frontier sciences, all inter-connected, e.g. energy new sciences for kids. We need to change our thinking to appreciate sciences. Look at as a huge bioregion. “Cradle to cradle design.”
47. Everything should be local – local services for all your needs. Keep money in town. Develop a message for people to understand and take action.
48. Holistic approach. Overlapping. What causes problems? E.g. government policy – local incentive for agriculture vs. development. Must be a player (government) to protect agriculture and natural land areas. Don’t develop. Need more green space. Be responsible to protect lands; concern for proper overseeing of land. Change design development patterns – what use/don’t use.
49. New excitement/.energy of people “What can I do?” create feedback route – “enemy is us” (ref to WWII); unite not divide. Local living helps bring us together.
50. Small step approach – going on – but in background; biomimicry approach. Have to survive tomorrow to get to next year. “Cash flow” solution needed. We don’t act without money – the solution is with us, integrate in nature.

51. Solar panels on every house. Government subsidized (e.g. Germany)
52. Local small grants program to encourage individuals to be greener
53. Government needs to make it affordable to live locally (e.g. transportation). Walkability to local business is key – need to reeducation regularly. Change person’s mindset
54. Economic change “Barter” local currency, lending, economic engines.
55. Think of what I can do. Recycle bottles/cans = incentives \$\$ Unit of change – happens from inside out. Money from recycling used for incentives.
56. Educate store owners to help recycle/return for incentive money.
57. Educate local population – weekly, papers, TV, media – creative locally, positive change.
58. Local energy = don’t import power, create energy here, convert car to hybrid, solar panels, CFL’s and LEDs
59. All sectors are responsible to educate their sector (1)
60. Develop and broadcast a unified message to energize individuals and communities to act (3)
61. Teach biomimicry
62. Green county certification – power, transportation, etc. (3)
63. Grow local fish (sustainable aquaculture) (2)
64. Educate employees about the value of local purchasing and support of business
65. Create a barter system to encourage local currency and loans
66. Incentivize businesses to recycle
67. Household steps to green self (3)
68. Transportation: alternatives (walk, bike, take bus, hybrids, more efficient vehicles) (2)
69. Educate self individually
70. Buy local – support local business (2)
71. Celebrate small steps (media, schools, churches, clubs, businesses, civic groups) (2)
72. Free up county land for farms/ agriculture for family farming “sticker shock.”
73. Use money from recycling for incentives
74. Free up county land for local agriculture/green projects (2)
75. Local small grant programs (1)
76. Support development of local farmers markets (cities/minimum cost) (1)
77. Support preservation of historic buildings (historic districts) (3)
78. Make it affordable to live locally (mass transit, walkability, clean slate land use) (2)
79. Incentivize businesses to create local action (1)
80. Public information campaign to deliver message – use media – common language (3)
81. Using design to create neighborhoods, community (walkability, compact areas, mixed use, diversity – including downtown) (2)
82. Future planning to go back to native architecture appropriate for environment. (1)
83. Encourage local currency (Ithaca Dollars) entertainment book
84. Park and ride – rebrand public transportation – size of bus – convenience (3)
85. Multi-modal – bicycles – shared - , carpool, incentivized by business transit passes for bus (1)
86. Local restaurants and schools (grocers) serve locally grown foods – branding for local (2)
87. Branding for local goods (2)
88. Supporting local arts/entertainment
89. Exchanging goods/services with local – immediate neighbors (narrow and barter) (1)
90. Redevelop “grey fields” into community centers and town centers
91. Encourage and set aside for community gardens, community sponsored agriculture (1)
92. Policy watch – making info available for redevelopment that could potentially change the community (from planning department) (1)
93. Encourage communal living possibilities (1)
94. Creating pedestrian friendly downtown areas (2)

Summit for Environmental Action



Program

Meet the Sponsors

Platinum



Gold



Silver



9:15 Welcome
Activity Center - Great Room
Donna Krabill and Jessica Ventimiglia

9:20 Introduction and Demographics
Activity Center - Great Room
Nick Gladding

9:25 Morning Session Goals
Activity Center - Great Room
Tim Dutton

9:45 Small Groups Working
Various Locations

11:45 Break

12:00 Keynote Speaker
Activity Center - Great Room
Nick Gladding, introducing:
Godo Stoyke

12:45 Break

1:00 Afternoon Session Goals
Activity Center - Great Room
Tim Dutton

1:15 Small Groups Working
Various Locations

3:00 Break

3:15 Plenary Presentations and Instant Voting
Activity Center - Great Room
Tim Dutton

4:30 Closing Comments
Activity Center - Great Room
Nick Gladding

4:45 Reception
Banyan Trees

CONVENED BY: SCOPE
Our community focused on our future

Thank you for making a difference in our community.