

PROGRAM WORKSHOPS

FRIDAY



TAMPA ELECTRIC



4TH ANNUAL CAMPUS & COMMUNITY SUSTAINABILITY CONFERENCE

Workshop Summaries

FRIDAY MORNING – October 8, 2009

COMMUNITY IV

Presentation Summary

The Institute of Florida Studies (IFS) at Hillsborough Community College is a community based educational center designed to promote a greater understanding and appreciation of the biological, economic, recreational, and aesthetic importance of Florida's unique environments and history through education, training, research, and information. This presentation will focus on the role of IFS and its critical contribution for the times we live in, where environmental and economic issues are affecting each and every one of us. IFS is an invaluable "Environmental Knowledge Resource Center" in the greater Tampa Bay region and is committed to taking on timely and global issues to help bring change through hands-on experience, training, and information sharing.

Bio Summaries

Dr. Sudeep Vyapari: Dr. Sudeep Vyapari has over 20 years of teaching and research experience at Institutions of Higher Education. At present, as the Director and Program Manager for the Institute of Florida Studies, he administers and manages all the activities of the Institute of Florida Studies and is passionate about creating green and sustainable educational programs to serve the needs of the community.

Matthew Freedman: Matthew Freedman is the Continuing Education Coordinator of the Institute of Florida Studies. Matthew has a Bachelors degree in Environmental Science from Dickinson College, PA and completed a program in Marine Biology from University of Queensland, Australia.

Presentation Summary

Convincing the unconvinced!

In a recent values survey from American Environics and EarthJustice, almost two-thirds of Americans are not willing to "go green" in their actions and behaviors, despite the fact that most Americans say they care about the environment. The focus of this presentation is to share some focus group research on "words that work," persuasion models, and other marketing approaches that might convince the unconvinced to modify their attitudes and behavior. Through a focus group of business volunteers, the research explores target market perceptions associated with environmental awareness, social responsibility, economic implications, potential actions urged by sustainability advocates, and identifies language and approaches that should be persuasive when applied to the target market. The ultimate goal is to provide the audience with tools for broadening buy-in in the business community.

Bio Summaries

Lynn D. Grinnell, PhD is a professor at the College of Technology & Management at St. Petersburg College. With an M.S. in Management and a doctorate in Instructional Design, Dr. Grinnell coordinated the development of the new Bachelor in Applied Science in Sustainability Management at SPC.

Larry Mack, DBA is a professor at the College of Technology & Management at St. Petersburg College. With a bachelor's in civil engineering, an MBA, and a DBA with a specialization in marketing, he is leading a faculty team effort in instructional best practices.

Presentation Summary

Grassroots efforts focused on sustainability are the cornerstone of the Sustainability Movement. The video production highlights efforts by individuals across Florida who are leading hometown efforts at making Florida a greener state. Grassroots focused environmental accomplishments lay the groundwork for regional successes.

Bio Summaries

Kevin Songer: Kevin holds the Juris Doctor degree with a focus in Land Use and Environmental Law from Florida Coastal School of Law where he achieved the award for Academic Excellence in Environmental Law. Kevin is presently involved with design of green & sustainable water quality treatment for stormwater systems, modular wetlands, floating wetlands, extensive green roofs and living wall systems.

Catherine Burkee has dedicated her life to teaching both children and adults. With a master's degree in education, she has worked at the elementary school level as a Teacher, Reading Specialist and Data Coach. Catherine currently enjoys her position as Director of Education Services for Breaking Ground Contracting where she trains architects, engineers, contractors, subcontractors, designers and anyone else who will listen about the importance of sustainable building.

GREEN BUILDING AND UNIVERSITIES

Presentation Summary

Sustainable UF: Envisioning Success and Empowering Action

This session will provide insight into the strategic planning process at the University of Florida regarding sustainability. Learn about the UF Office of Sustainability's collaborative process for developing a comprehensive vision and implementation plans. Presentation also includes highlights of successful campus programs and tools for creating culture change.

Bio Summary

Stephanie Sims is a Program Assistant at the University of Florida's Office of Sustainability.

Presentation Summary

Higher Education Green Buildings: Green Campus Case Studies

Case studies will show the innovative designs of high performing higher education buildings which are improving both the educational and economic bottom line for universities. Energy and water savings are some of the most measurable benefits but green education buildings are also creating healthier learning environments for the students, teachers, staff and administrators.

Bio Summary

Associate Professor Beth Lewis, AIA, LEED AP, teaches Upper Division Studio Design and Sustainable Construction at Florida A&M University School of Architecture. She is active in the profession and community by serving on the AIA Florida Board of Directors, AIA Tallahassee Board of Directors, FAMU Environment and Sustainable Council, FAMU Green Coalition and the USGBC Capital Region Chapter.

LOCAL ISSUES

Presentation Summary

Green Initiatives in Theory and Practice – Our panel presentation will provide local governments, developers, and consultants with information concerning recent “green” legislation and the panelist will discuss the practical issues that can arise in implementing these mandates. Specifically the presentation will include a discussion on recent legislation involving climate change, energy conservation, sustainability and transportation issues, methods for implementing these legislative mandates, and obstacles and opportunities relating to “green” initiatives and transportation concerns.

Biographical summary

Tara W. Duhy is an attorney in the West Palm Beach office of Lewis, Longman and Walker, P.A., where she focuses her practice in the areas of environmental and land

use law, including litigation. Ms. Duhy advises clients through all phases of comprehensive planning, zoning and other local, state, and federal land use and environmental approval processes, including those related to the consumption, management and storage of surface waters and Section 404 of the Clean Water Act.

Presentation Summary

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Biographical summaries

Jennifer Cowan is an attorney in the Bradenton office of Lewis, Longman and Walker, P.A., where she focuses on local government, land use, environmental law, and litigation. Within her local government and land use practice, Ms. Cowan has provided legal counsel regarding DRI developments, Notices of Proposed Change, comprehensive plan amendments, zoning and annexation issues, impact fees, interlocal agreements, and use of public/governmental property matters.

SUSTAINABILITY – K-12 SCHOOLS

Presentation Summary

Commissioning: A Basic Ingredient for a High Performance School answers the questions: How is commissioning different from traditional start-up services and why should it be done? Isn't it just more confusing to add another provider on the project? Isn't the Owner receiving these services already from the Engineer and TAB Contractor?

Bio/Credential Summary

Colleen Smith is a Registered Mechanical Professional Engineer, LEED AP, and Qualified Commissioning Process Provider and represents the commissioning team of SSRCx.

Presentation Summary

Monica Kennedy, LEED AP will explain Florida's funded “Sun Smart Schools” program directed at educators and administrators to effectively compete for the solar Photovoltaic (PV) systems. Additionally, Monica will address the models successfully used in other states to implement large scale solar arrays on educational facilities. The economics of a cap & trade policy will be demonstrated.

Biographical Summary

Monica Kennedy is the President of Elite Solar Services and has extensive experience and certification in Solar Thermal and Photovoltaic (PV) technologies. Monica is a LEED accredited professional and holds a B.S. in Business Administration/Finance.

Presentation Summary

Climate Change is Elementary

We are training teams to empower elementary students to move their families from Awareness to Action in energy, water conservation and other sustainability issues. Our Presenters spend one long day in the school, starting with a teachers meeting in the morning and taking the students for one class period per grade level in the gym or cafeteria where they go through a different experiential and interactive session for each grade. In the 30 minute assembly at the end of the day students learn about the carbon cycle and about ideas for transportation and energy generation; and that same night parents come back to school with their children to create a Family Sustainability Checklist that they promise to follow under the guidance of the “Green Team” from the school.

Biographical Summary

Dave Finnigan has a BA from Cornell and MPH from Berkeley, and advanced to candidacy for his PhD in Population and Development Planning from the University of Washington. He has spent 10 years in East Asia in Family Planning programs and 32 years visiting over 2,000 elementary schools in 41 states and 12 countries with an interactive self-esteem program. Dave was trained by Al Gore to deliver the slide show on which *An Inconvenient Truth* was created; but tossed out all the scary slides and reworked the show to be appropriate for Elementary Children with the theme, “No Fear, No Guilt, Lots of FUN, ends in HOPE!!”.

WATER

Presentation Summary

Water Wise© is an education program for individuals on water issues and conservation, with a solution section that tracks pledges on reduction efforts. This program is typically used by businesses as part of their sustainability program to educate employees, but can also be used by charitable organizations for a fundraising opportunity. Attendees will be able to take the pledge online after the conference.

Bio Summary

Roberta Fernandez is founder and President of Planet Partnership®, a company that provides sustainability education for businesses, organizations, individuals, and students (grades 1-12).

Presentation Summary

Bioengineering using natural systems has the potential for maximum benefits with regard to currently approved stormwater management designs. Engineering modeling will need to take into account the living biomes surrounding their designs as they will naturally occur and transfer waste byproducts. By influencing native species, maintenance plans, and limiting chemical treatments, economic benefits will accrue.

Bio Summary

Zachary Marimon is an Environmental Engineering graduate student, studying water resource engineering, at the University of Central Florida.

FRIDAY – LATE MORNING – OCTOBER

COMMUNITY V

Presentation Summary

This presentation will focus on the effects of the City of Tampa's Green Business Designation Program on businesses and their bottom line. It will concentrate on explaining the importance of sustainability plans as well as how to implement, monitor, and review the plans while explaining sections within the designation program that these topics relate to.

Bio Summary

Timothy Frendo is the President of 3BL Consulting and co-authored the City of Tampa's Green Business Designation Program.

GREEN BUILDING

Presentation Summary

As the Architect of the USF Marshall Student Center, the host facility for the event, we will present the design of the new facility and discuss the building's sustainable features. Although the building is not LEED Certified, the building is designed with Sustainable principles. As a design firm we consider sustainable design to be a fundamental philosophy in our process. We simply consider it to be Smart Design. The new USF Marshall Student Center stirred such a significant debate on campus about Sustainable Design that we believe it was the catalyst to move the University in a Sustainable direction.

This presentation will review the design process and ultimately lead into the final solution. The reason for a brief discussion on process is the way in which we designed the building. We conducted a series of workshops that included major stakeholders but more importantly the students for which the building is constructed. That community approach is the essence of Sustainability. Once the design direction was finalized, the design team went down a conscience path of selecting materials and designing features that are truly energy and environmentally friendly. Of course one of the most successful features is the maximization of day lighting. The design of the facility is set up and oriented in such a way that the major public space does not require man made lighting during the day. This saving of electricity is a theme throughout the building.

Bio Summary

John Curran, AIA, Vice President for Gould Evans, brings more than 22 years of professional experience, 8 years with Gould Evans. Mr. Curran is a leader in working interactively with client groups and design teams to identify needs and develop solutions for meeting those needs. John is continually proven his ability to work with clients to help support programmatic requirements, fit the built and natural environments in which they exist, and provides architectural interest. John's recent project experience on the University of South Florida includes an addition to the College of Business Administration, the New Marshall Student Center, and the recently completed Juniper Poplar Residence Hall and Dining Facility.

SUSTAINABILITY K-12

Presentation Summary

Watergrass Elementary School was completed in July 2009 and will be one of the first education facilities in the state to complete the LEED for Schools rating system. This presentation will focus on the unique requirements of the LEED for Schools rating system including the stringent requirements for acoustical performance. Additionally this presentation includes details on how to achieve the LEED energy efficiency credits without performing a costly energy model by instead utilizing the Advanced Energy Design Guide for K-12 School Buildings. Watergrass Elementary is anticipating achieving a LEED Gold Certification.

Bio Summaries

Joshua Bomstein, LEED AP, Vice President of Business Development for Creative Contractors Inc., and currently serves as Chairman of the Florida Gulf Coast Chapter of the U.S. Green Building Council.

Scott A. Holmes, EIT, LEED AP, Assoc. AIA, received his Master in Architecture at the University of Florida and degrees in both Chemical Engineering and Biochemistry from the University of Colorado at Boulder. Scott is currently working as a project manager and LEED facilitator on an elementary School in Pasco County.

Charles J. Kibert is co-founder and Chief Executive Officer of the Cross Creek Initiative, Inc. He founded the Center for Construction and Environment at the University of Florida, Task Group 16 (Sustainable Construction) and Task Group 39 (Deconstruction) for CIB. He has worked on the development of high performance green buildings for the past decade and participated in developing early drafts of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) standard.

John Chyz, PE, LEED AP is a project manager for the Cross Creek Initiative Inc. and is a Qualified Commissioning Process Provider and Green Globes Assessor. He holds a B.S. (Mechanical Engineering) from Yale University, is a member of the ISLE (International Society On Lawncare Emissions) Steering Committee and teaches for the University of Florida's Learning To LEED program.

Presentation Summary

The Energy Department of Polk County Schools will be sharing their history of past and present successes in energy management and plans for future energy conservation.

Bio Summary

Caroline Weaver and Marvin Holt are Energy Managers for the School Board of Polk County.

WATER

Presentation Summary

Water Conservation and Sustainability

An update on statewide water initiatives in a policy and regulatory context will be provided. These water conservation and sustainability initiatives could fundamentally change the focus of water supply and urban design investments. In addition, an overview of how statewide water conservation and sustainability policy initiatives are being integrated at the regional scale in southwest Florida will be presented.

Bio Summaries

Stephen Suau is a managing partner with Progressive Water Resources, LLC in Sarasota, Florida specializing in watershed management. He has over 25 years of experience in southwest Florida and has served as a water advisor to the Century Commission for a Sustainable Florida and currently serves on the Technical Advisory Committee for the proposed Statewide Stormwater Rule.

R. David Jackson is an attorney with Lewis, Longman & Walker, P.A., in the Firm's Bradenton office. He works with clients and consultants to resolve various environmental issues and has previously worked in the Office of General Counsel with the Southwest Florida Water Management District.

HIGH SPEED RAIL

Presentation Summary

Governor Crist and the Florida Cabinet have unanimously Endorsed Florida's bid for \$2.6 billion in federal funds for High Speed and intercity rail. The resolution was sponsored by CFO Alex Sink and seconded by Attorney General Bill McCollum. Sink and McCollum are the leading Democratic and Republican candidates for Governor. Sink's and McCollum's support sends a strong message to President Obama that Florida's High Speed Rail application will have the continued support of the likely next Florida Governor. The panel of speakers will discuss the potentialities and challenges of developing a High Speed Rail system in Florida.

Bio Summaries

Ed Crawford, ConnectUs, is a long-time advocate for rail transit and smarter growth. He is the Tampa Bay Director for ConnectUs, the group advocating for Florida's high speed rail projects.

Dr. Steve Polzin of the USF Center for Urban Transportation Research, is a Policy Analyst in Transportation who chaired the Peer panel that evaluated the HSR proposal ridership forecasts. He has a Ph.D. in Civil Engineering from Northwestern University and 35 years of experience in transportation planning and analysis.