

PROGRAM WORKSHOPS *THURSDAY*



TAMPA ELECTRIC



4TH ANNUAL CAMPUS & COMMUNITY SUSTAINABILITY CONFERENCE

Workshop Summaries

THURSDAY MORNING – October 8, 2009

COMMUNITY

Presentation Summary

Revitalizing the South Nebraska District, Tampa, Florida at the Lot, Block and Neighborhood Level

The presentation will provide an overview of the School of Architecture and Community Design program, the tenants of “Lot, Block and Neighborhood”, and of the processes involved in the sustainable redesign of an interurban built environment.

Bio Summaries

Presenters

- *Ron Chandler*, Environmental Scientist, Research Associate and Academic Faculty Florida Center for Community Design and Research at USF.
- *Vikas Mehta*, PhD. Assistant Professor, School of Architecture and Community Design, College of The Arts, University of South Florida
- *Amalia Bamis*, graduate student, School of Architecture and Community Design
- *Kirsten Dahlquist*, graduate student, School of Architecture and Community Design
- *Li Yu*, graduate student, School of Architecture and Community Design

Presentation Summary

Third Party Certification and Auditing Programs

This presentation will attempt to identify some of the leading certification organizations and the specific areas of the sustainability universe they try to address, also who is promoting the green washing effect. Green Seal in the U.S. is a non-profit, third party certifier of products as “Green”. Energy Star is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment by labeling energy efficient products, buildings, homes, schools and practices. LEED certification is the recognized standard for measuring building sustainability. ISO 14000 is a series of international standards on environmental management. They also fall into the category of Quality Assurance where businesses must review, validate, and often improve their systems so that there is transparency and openness for other firms to observe. The Green Business League consultants help businesses and schools earn certification by implementing sustainability practices.

For those seeking a green job certification, each of the entities above offers training leading to a certification exam. Fees, class hours and on-line tutorials differ. We will discuss what the potential student should look for in choosing a career certification program.

Presentation Summary

Designing for livability in high density environments: A Prescription for Florida

Even with serious attention to growth management in Florida, the over consumption of its land base, often invading environmentally sensitive areas, is rampant. Standards of very high density livable urban development are one answer. The examination of successful existing and developing very high density urban environments yields principles for further application in Florida.

Bio Summary

Roy F. Knight, FAIA, Professor of Architecture, Florida A & M University

Professor Knight is a graduate of Harvard College and the Harvard Graduate School of Design, and a recipient of a Fulbright Fellowship for study of architecture and planning at the Royal Academy of Fine Arts, in Copenhagen. He has taught architecture at the University of Tennessee where he served as Dean , moving to Florida in 1988 as Dean of the School of Architecture at Florida A & M University, and the Cooperative Masters Degree Program in Architecture at the University of South Florida, now the separate School of Architecture and Community Design. A Fellow in the American Institute of Architects, Professor Knight has been President of AIA/Florida, as well as serving on several national committees.

THURSDAY MORNING – October 8, 2009

Green Building I

Presentation Summary

Building the Triple Bottom Line into Redevelopment Decisions

While most recognize the triple bottom line as a business approach, communities involved in redevelopment can also use it when formulating redevelopment strategies. Government's influence on where and how to redevelop can be used to strengthen its human capital, improve the natural environment, and assist businesses in becoming more profitable.

Bio Summary

Mr. Franke is the President of Robert P. Franke & Associates, a private planning practice working with local governments and private entities providing planning and redevelopment assistance. Mr. Franke received his Master of Urban and Regional Planning from Florida Atlantic University and a Bachelor of Arts in Geography, also from Florida Atlantic University.

Bio Summary

Natalie Calleja, The Green Consulting Firm.



Natalie Calleja is an entrepreneur with over 15 years of management, research, real estate, sustainability and consulting experience. She has held top management and research positions in companies across several industries in the U.S. and Latin American Countries. She is the President of Commercial Property Management LLC a real estate investment and management group. She is President and CEO of The Green Consulting Firm LLC a local third party sustainable consulting firm with a national certification and audit program. Natalie has always had a special interest in sustainability and the environment. For very personal reasons she has a passion for Children's Environmental Health and Education. She was recently nominated to be the National Director of The Green Schools League.

Natalie earned a Bachelor of Business Administration from Universidad Del Zulia, Venezuela. She has an MBA with focus in International Business from the European University Center for Management Studies in Barcelona, Spain. She has completed several sustainability certifications with the National Green Business League. She is also an involved member of several National and International environmental and sustainable groups, including the Sustany Foundation where she serves as a Board Member.

Program Summary

Reducing Energy Consumption in the Residential Environment

One area where incredible energy conservation can be achieved in Florida is by addressing our residential housing environment. While residential energy use in *new* home construction has been declining for years via new building codes and other government regulation, older inventory continues to consume large amounts of energy. This program will review the green technologies and energy-saving practices that are being used in newly built construction and the various methodologies and products that can be used to significantly reduce energy consumption in older homes.

Bio/Credential Summary

Presenter: Dr. Jennifer Languell

Dr. Jennifer Languell is one of Florida's preeminent green building and sustainability consultants and helps builders, developers and other companies create sustainable business operations and practices.

THURSDAY MORNING – October 8, 2009

Food, Agriculture & Gardening

Presentation Summary

Developing a Farm to University Program

Allocating food dollars towards local food and beverage products strengthens the local economy, keeps family farms viable, and reduces the miles food travels to reach the end user. This presentation will:

- Provide an overview on research occurring regarding the correlation between food and climate change
- Overview strategies on starting a local foods program on campus

- Provide suggestions for communicating those efforts to educate customers and create a living learning laboratory for sustainability within dining services

Primary Speaker

Susie Lewis

Sustainability Coordinator

Aramark/Gator Dining Services

Lewis-Susanne@aramark.com

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Bio Summary

Susie Lewis is the Sustainability Coordinator for Gator Dining Services at the University of Florida and also serves as the Sustainability Steward for the Southern Region of Aramark Higher Education. She has a Bachelor of Science in Advertising and a Minor in Nonprofit Organization.

Presentation Summary

Community Farms – “Establishing CSAs: Success Stories and Lessons Learned”

The Florida West Coast RC&D developed and is operating two Community-Supported Agriculture (CSA) programs on farms in Manatee County. The first, Geraldson Community Farm, is located on Manatee County property, the second, Gamble Creek Farm is located at the Center for Integrated Agriculture. The RC&D will present the nationwide review on best practices, along with practical lessons learned in social, environmental, and financial sustainability.

Bio Summary

Laura Morton is the USDA-sponsored executive director (called the Coordinator) for the Florida West Coast RC&D Council. She has an M.S. in Natural Resources and a B.S. in Soil Science and experience working in small business, research, education, the political arena, and now in a nonprofit that develops community farms in Hillsborough, Manatee, Pinellas, and Sarasota Counties.

Presentation Summary

Anaerobic digestion of food waste offers many opportunities in Florida to produce a renewable, carbon-neutral fuel and sustainable organic fertilizer and to reduce the amount of waste being sent to landfills. With over 1.7 million tons of food waste produce annually and a goal of a 75% recycling rate, Florida has a great opportunity to address the issue of food waste. Campuses and communities across Florida are ideal locations to be on the forefront of the diversion of food waste for biogas production.

Bio Summary

Ryan Graunke is currently a graduate student in the School of Natural Resources and Environment at the University of Florida and is studying food waste digestion under Dr. Ann Wilkie in the Soil and Water Science Department/IFAS.

THURSDAY MORNING – October 8, 2009

Transportation

Presentation Summary

The Hillsborough Area Regional Transit Authority (HART), is conducting an Alternatives Analysis to study and evaluate alternative alignments and technologies for a transit line that extends from the University of South Florida area to downtown Tampa and to Westshore. Recommendations from this study will be part of a proposal for federal funding.

Bio Summary

Mary Shavalier

Mary Shavalier is Chief of Planning and Program Development with Hillsborough Area Regional Transit. She is responsible for the agency's system, strategic and capital planning functions, including managing activities related to the federal New Starts process.

Prior to joining HART, she was Manager of Cobb Community Transit in Georgia and Community Relations Coordinator with Calgary Transit. Mary holds a Bachelor of Science Degree in Planning from Western Washington State University and a Master of Science Degree in Planning from the University of Toronto.

Presentation Summary

The mission of the Urban Greenway is to provide an interactive Greenway for the health and welfare of the city of Downtown Tampa that connects the surrounding communities to the ecology. The Urban Greenway's combination multi-modal bike/foot/skate path and surrounding greenspaces would also work as a bioswale –filtering runoff from the Crosstown Expressway. The projects will exploit the “wastelands” under the expressway by utilizing its neglected assets of shade, greenspace, and connectivity which ultimately have the capabilities to reach the McKay Bay Preservation and Brandon to the east, and Ballast Point and the Friendship Bridge to Pinellas County westward.

Bio Summary

Nico Stearley and Anna Vasquez are both daily bike commuters into downtown Tampa where they work at the international design firm HOK. Nico and Anna are both 2006 graduates of the University of South Florida's School of Architecture and Community Design. Most importantly, they share the vision of a more integrated, lively and sustainable city in which they reside. Nico and Anna helped cultivate the Tampa Bike Committee and gained backing from HOK and the Tampa Downtown Partnership to promote the message that there are alternatives to the daily automobile commute. As a result these efforts have increased the awareness of bike safety and ridership throughout the city.

Multi-Modal Transportation Districts

A Multi-Modal Transportation District (MMTD) is an area designated by the State of Florida where mobility needs are met by focusing on transit, cycling, and walking improvements, as opposed to depending on road projects to solve congestion. Speakers will describe a study for a MMTD underway just west of the USF Tampa Campus and a newly designated MMTD encompassing the entire City of Temple Terrace. The City of Temple Terrace implemented the first city-wide Multimodal Transportation District (MMTD) in the state, a designation that recognizes the limitations of an auto-oriented system to manage growth, and provides additional tools for creating walkable, bikeable and transit-oriented development. Temple Terrace initiated this change through its comprehensive plan and is currently updating its land development code with design guidelines. The presentation will provide an overview of the implementation process, providing an account of some of the hurdles and pitfalls encountered and approaches the City adopted to resolve these issues.

Gena Torres, Senior Planner, has worked for Hillsborough County close to 20 years, first with the Environmental Protection Commission and currently with the Metropolitan Planning Organization, always with the desire to see a healthier community environmentally and physically through alternative transportation choices.

Brad Parrish is a Senior Planner with the City of Temple Terrace and holds a degree in Anthropology and a post graduate diploma in Community Planning from the University of Cincinnati.

SUSTAINABILITY IN THE MEDIA

An examination of how the media is reporting on environmental issues and sustainability.

Panelists Bios

- **Dinah Pulver** is the environmental reporter for the Daytona Beach News Journal. As a reporter, Dinah has counted alligators at midnight, kayaked through a flooded home, posed for photos with blood-thirsty mosquitoes and written about the sex lives of fireflies and whales. A sixth-generation native Floridian, she has worked for The News-Journal for 18 years. She writes about preservation of wildlife and conservation lands, water issues and the St. Johns River, as well as weather, hurricane science and natural disasters.

- **Dennis Joyce** is an editor in the Data Circle, one of three work groups at The News Center – the converged newsroom of The Tampa Tribune, News Channel 8 and TBO.com.

The Data Circle is 15 editors, reporters and producers who mine and display data with an emphasis on audience interaction. Joyce helped spearhead the shift toward an “online first” approach at The News Center by launching and leading the operation’s Continuous News Desk in 2007. He joined The Tampa Tribune as Metro editor in 2005 after more than 25 years working as a reporter and editor with newspapers in five states.

- **Bobbie O’Brien** is a radio news reporter and producer at Tampa’s National Public Radio affiliate, WUSF-89.7-FM. She’s been a journalist close to 30 years. Her last 18 years in radio. But, prior to that she worked behind the scenes in TV and wrote for the Tampa Tribune for five years. O’Brien’s stories can be heard nationally on NPR. She produces statewide stories as well as reports for WUSF. O’Brien has received the Public Radio News Director’s national award for feature reporting; Florida AP Broadcasters First Place in radio investigative reporting six times and twice been awarded best Individual Achievement in the state; Ten First Place Green Eyeshade awards from the Society of Professional Journalists, Atlanta Chapter; and has won several Florida Bar grand prize awards for radio legal reporting.
- **Bruce Ritchie** is the founder and editor of Florida Enviornments.com, an online environmental news service based in Tallahassee. Bruce has covered Florida growth and environmental issues since 1993. He previously was a reporter for the Tallahassee Democrat, the Gainesville Sun and the Florida Times-Union. He is a member of the Society of Environmental Journalists. In June 2006, he co-wrote a three-day series on the threats to Florida's springs. He received the "Award of Excellence" from the Capital Area Section of the American Planning Association's Florida chapter. His series on competing water needs along the Apalachicola-Chattahoochee-Flint river system in 2001 was nominated for the Pulitzer Prize.
- **Nanette O’Hara** is the Public Outreach Coordinator for the Tampa Bay Estuary Program, one of 28 community-based environmental programs created by

Congress to protect and restore the nation's most important coastal waterways. Nanette is responsible for communicating the program's goals and successes to the media and the public, and for developing strategies to improve community awareness of bay problems and solutions. Among the successful regional education initiatives she has developed are the "Eyes On the Bay" invasive species awareness campaign, the "Bay-Friendly Boater" program, and the "Pooches for the Planet" pet waste education campaign.

Before joining the Estuary Program in 1998, Nanette spent 15 years as an environmental reporter for several Florida newspapers, including *The Tampa Tribune*, where she authored an award-winning series on Tampa Bay and was nominated for a Pulitzer Prize for reporting on the fragile health of the Gulf of Mexico.

THURSDAY MORNING – October 8, 2009

Carbon for Campuses and Communities

Session Moderator: Angela Gilbert, Project Environmental Scientist, ECO₂ASSET SOLUTIONS

About Angela: Angela Gilbert's professional and educational experience in both environmental science and geography incorporates cutting edge technological knowledge and a strong basis in theory. Angela is an accomplished academic, has been published professionally and has presented at national conferences.

Carbon Footprints for Campuses and Communities

Presenter: David Palange, Senior Environmental Scientist, ECO₂ASSET SOLUTIONS

About David: David Palange's professional experience spans seven years in the environmental science and education fields, including greenhouse gas inventory analysis; energy efficiency and sustainability consulting; science communications and education; and ecological research. David received his Masters degree in Environmental Management from Duke University.

Abstract

Over 600 President's of colleges and universities have signed onto the American College and University President's Climate Commitment and almost 1,000 Mayors from across the county have signed the Mayor's Climate Protection Agreement. By signing, these leaders have committed to their constituents to take actions to reduce greenhouse gas emissions. The first step for both campuses and communities is complete a baseline greenhouse gas inventory (or carbon footprint) of their operations. This presentation will provide a brief overview of the inventory process; present strategies to improve data collection and reporting for subsequent years; and present an overview of how the inventory might be used for your campus or community. The presentation will conclude with a sharing of mitigation strategies to reduce greenhouse gas emissions on campuses and communities.

Climate Policy Implications for Campuses and Communities

Presenter: Sandra Kling, Chief Environmental Scientist, ECO₂ASSET SOLUTIONS

About Sandra: Sandra Kling's professional experience spans over 17 years in the environmental and educational fields, including project management for environmental investigations related to climate change; greenhouse gas inventories; carbon offset project development; real estate due diligence; geology and hydrogeology; water supply; and hazardous waste field. Sandra is a doctoral student at the University of South Florida whose dissertation focuses on impacts of climate change policy and greenhouse gas and carbon sequestration science.

Abstract

The American Clean Energy and Security (ACES) Act of 2009 (also known as the Waxman-Markey Bill) passed the House of Representatives in the June 2009. This fall, the Senate is scheduled to deliberate on climate policy with the goal of passing legislation in time for international negotiations in Copenhagen. This presentation will present a brief history of climate policy in the United States, provide an overview of the

1,500-page Waxman-Markey Bill, and elaborate on how national climate policy might impact campuses and communities in the United States and Florida specifically.

Carbon Offset Project Opportunities for Campus and Communities with Tree Planting Case Study (Tampa Tree Planting Carbon Offset Project)

Presenter: John Wakefield, Senior Vice President ECO₂ASSET SOLUTIONS
Emily Zupo, Senior GIS Analyst/Project Manager, ECO₂ASSET SOLUTIONS

About John: John Wakefield received a Masters in International Business and Management and has ten years of experience in corporate banking and investment management. In addition to his main role as the managing director for Lykes Bros' ECO₂ASSET SOLUTIONS, John also provides expertise related to carbon offset development and commercialization of carbon credits.

About Emily: Emily Zupo's professional experience comprises more than four years of experience in the environmental and urban GIS fields, including data acquisition, management, analysis, and maintenance. Emily holds a Master's Degree from the University of South Florida in Geography.

Abstract:

This session will begin with an overview of carbon offset project opportunities for campuses and communities in the current voluntary carbon offset market. The case study will present a carbon offset project (Tampa Tree Planting) specifically designed to offset last year's and this year's University of South Florida's Going Green Expo. Planting trees in the urban forest is one of many strategies proposed to mitigate climate change. Carbon offset projects that involve tree planting have been utilized for such events as the National Football League's annual Super Bowl event, the Olympics, and numerous conferences and events around the world. The case study will summarize the tree planting projects, including the steps to develop a carbon offset project. Lessons learned and recommendations for developing carbon offset projects will also be discussed in this presentation.

Panel Discussion Contact Information:

Sandra Kling

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THURSDAY AFTERNOON– October 8, 2009

COMMUNITY II

Presentation Summary

Commute Alternatives - "What Will We Do Until The Train Comes?"

Commuter mobility (getting from point A to point B and beyond) is a critical issue for our population. With congestion, air quality and dependence on fossil fuels at an all time high, strategies to reduce the negative impacts of such mobility needs. Today's topic will discuss how some tried and true strategies to reduce single occupant vehicle trips have changed with the times.

Bio Summary

Now in her 17th year working with transportation demand management/commuter mobility strategies, Sandi Moody is executive director of Bay Area Commuter Services, Inc., the regional commuter assistance program agency serving five counties in West Central Florida.

Embrace Zero Waste; an Integrated Source Reduction Strategy

Long a leader in source reduction applications, Alachua County has created an integrated strategy to involve all of our businesses and citizens in our goal to Embrace Zero Waste. Our definition of Zero Waste is a philosophy that aims to eliminate the inefficient use of our resources. This interactive presentation will lead participants through the development of this strategy for success!

Bio Summary

Sally Palmi

Waste Alternatives Manager for Alachua County Public Works with over 20 years experience in the Waste Management arena. Sally actively serves on the Board of Sustainable Alachua County as well as Keep Alachua County Beautiful and served as two terms as Chair for Recycle Florida Today.

GREEN BUILDING II

Presentation Summary

Tammy's presentation will focus on natural, biologically-based alternatives to the use of traditional, chemical-based products for achieving sustainable landscape installations and building healthy ecosystems. Tammy will outline how individuals can create healthy, vibrant landscapes, reduce total lifecycle costs, and be good stewards of the environment.

Bio Summary

Tammy Kovar is the founder of Think Global, LLC, a specialty consulting, product and service provider for urban and rural landscapes. A recognized expert in developing biologically-based approaches for tree and plant care, Ms. Kovar is dedicated to developing awareness of sustainability, and educating on personal responsibility.

Presentation Summary

I propose to speak about the benefits of sustainable building design and land management. I will quantify the benefits of various building upgrades with renewable energy and other sustainable design features with regard to return on investment and appraised value. I will talk about the triple bottom line that gives as much weight to the environmental impact as the monthly net operating income. I will cover a new paradigm of respect for the earth, and finally I will talk about our sustainable village project with 100% self contained water and power. The audience will come away with comprehensive, bottom line information they can put into practice immediately. If time permits I will have interactive brainstorming sessions.

Bio Summary

I am a real estate broker, consultant, appraiser, author of Sustainable Real Estate – The Big Payback, and over 60 articles on creative management and real estate. More information is on our web site – www.solarwindsrealestate.com.

FOOD AND AGRICULTURE

Presentation Summary

Mr. Nelson will be speaking on the sustainable practices for yard waste recycling. His presentation will feature recycling and sustainable projects where municipal yard waste is converted into an inner city playground for City of Tampa during Superbowl Forty-Three, large scale production of organic strawberries for Publix supermarkets and the establishment of local urban gardens using “Farms by the Foot”. He will also discuss the regulatory and legislative challenges facing sustainable composting practices in the State of Florida.

Bio Summary

Pete Nelson is the President of Mother's Organics Inc., a large-scale organics recycling and composting facility based in Tampa that serves municipalities, commercial customers and agricultural entities.

Presentation Summary

Ecofarm Sustainable Living Projects

Over the years Ecofarm community in eastern Hillsborough County has incorporated several sustainable living projects that we presently use. These are projects anyone can do at some scale, from solar electric to composting toilets. Ecofarm's largest project is a 3.75 KWH Solar Electric Grid Connected System with Tampa Electric.

Bio Summary

Jon Butts a local farmer is the host of the Sustainable Living program on Tampa's Community Radio Station WMNF 88.5 FM. He's also one of the founders of Ecofarm Intentional Community, and recently named one of Tampa's Greenies by Creative Loafing

TRANSPORTATION

Safe Routes to School “Walking School Buses and Bicycle Trains”

Safe Routes to School programs examine conditions around schools and conduct projects and activities that improve safety and reduce traffic and air pollution in the vicinity of the schools. As a result, these programs make bicycling and walking to school a safer and more appealing transportation choice thus encouraging a healthy and active lifestyle from an early age.

Bio Summary

Jason Jackman is the program outreach coordinator for the Transportation Demand Management group at the Center for Urban Transportation Research-USF. He earned a Bachelor's degree in English at the University of South Florida and is currently working towards a Master's degree in Public Administration.

GREEN JOBS

Presentation Summary:

Emerging Green Jobs: The Educational Opportunities

As the nation move towards a more environmentally sustainable economy, it is estimated that the renewable energy and efficiency industries alone will generate as many as one in four jobs, direct and indirect, by 2030. This presentation will provide a detailed review of the programs that are creating the new green jobs and the innovative educational opportunities that are training the workforce for those jobs.

Biographical Summary:

Susan Burrell is the president of Ecowise-Solutions, LLC a sustainability strategy company. Ecowise-Solutions provides small to mid-size companies with cost effective consulting services for the development, design and implementation of business strategies that will improve operational efficiency, help cut costs, reduce risk, drive revenue and enhance brand value.

Sarasota County Employee Sustainability Training Program

Through programs entitled “Get Energy Smart” and “Sarasota County Green Champion,” Sarasota County is educating and engaging our employees in energy and sustainability efforts with a goal of to spreading ownership of the issue and responsibility for solutions across the whole government enterprise. Get Energy Smart uses a multimedia campaign of posters, videos, websites and intranet sites to convey the implications of fuel use, wasted electricity, water use and air quality as they relate to

energy and fiscal responsibility. The Sarasota County Green Champion program is a series of training classes with certification at the end that address general sustainability principles and policies, driving behaviors, sustainability at home and at work, Social sustainability and health and wellness. Together these education and training efforts are providing employees with information, engagement opportunities and a sense of responsibility in these critical issues.

Bio Summary

Lee Hayes Byron, Sarasota County Sustainability Manager. Lee Hayes Byron is the Sustainability Manager for Sarasota County, overseeing sustainability improvements within government operations and the efforts to create a sustainable community across Sarasota County. Among her responsibilities are the development of the county's greenhouse gas emissions inventory and climate action plan for government and community, promoting renewable energy initiatives, employee education and procurement policies, and legislative review.

HILLSBOROUGH COUNTY SUSTAINABILITY INITIATIVES

Presentation Summary

Hillsborough County Alternative Fuel Vehicle Initiative

The United States is facing mounting challenges with environmental constraints, a struggling economy and a growing and troubling dependence on foreign oil.

Natural gas vehicles (NGVs) have seen significant worldwide growth over the past 10 years and are projected to grow from 8.7 million vehicles today to 19 million by 2012 according to a recent study conducted by Global Industry Analyst Inc. While there are only 120,000 NGVs operating in the United States we have seen renewed interest because it is a technology that is available today, it is clean and domestic, and operating a vehicle on natural gas costs less than gasoline.

Hillsborough County is working on a plan to build the natural gas refueling infrastructure throughout the county. This is a collaborative effort to make Hillsborough County a leader in alternative fuels in the State of Florida. California, Texas, Utah, New York and Oklahoma are among the leading States that are commitment to alternative fuels.

This collaborative effort will unite the Private and Public sectors in the county who are considering the use of natural gas vehicles. Interest has been expressed and meetings have been held with Hillsborough County, Hillsborough County Schools, Environmental Protection Commission of Hillsborough County, City of Temple Terrace, City of Plant City, City of Tampa, Tampa International Airport, HART, Yellow Cab, United Cab and TECO Peoples Gas. This group provides the best opportunity to develop an infrastructure that can evolve and be made available to the public.

COMMUNITY III

Presentation Summary

Students are passionate about sustainability and anxious to make a difference on campus, but activism alone is not always effective. This presentation outlines the benefits of student involvement in sustainability on campus and within student government. Successful programs can function as an outlet for connecting and fostering sustainable initiatives and behaviors to a variety of students.

Biography Summary

Bailey Kilbourne is a 4th year student at the University of Florida majoring in Environmental Science with a minor in Sustainability Studies. She is the Executive Director for the Student Government agency Gators Going Green.

Faiths United for Sustainable Energy (FUSE) and 350

Presenter: Rev. Dr. Warren Clark, Associate Director, FUSE

This presentation is an invitation to make “350” visible on Climate Action Day, Oct. 24. The maximum CO₂ in the atmosphere that is sustainable is 350 parts per million (ppm), and we’re crossing 390. Religious congregations can join in this global call to action by making some “Holy Noise”: ringing church bells 350 times, sounding the shofar, calling to prayer for the Earth. Presentation includes step by step materials and also ways to raise some “Holy Noise” with elected leaders about energy policy strong enough to move our planet back to 350.

Bio Summary

Rev. Dr. Warren Clark

Warren started hunger/ homeless programs in Tampa including SHARE Florida, and was president the board of WMNF community radio. For nine years he was the pastor at First United Church (UCC) of Tampa before joining Faiths United for Sustainable Energy (FUSE) as Associate Director in January, 2009.

GREEN BUILDING III

Presentation Summary

Architects and owners have both experienced difficulties in including alternative energy components as design elements in the building. This visual presentation makes it possible to understand that both residential and commercial projects can include the alternative energy hardware such as photovoltaic and wind turbines to enhance the design to the satisfaction of every one.

Bio Summary

Kaizer Talib, Architect is Principal architect for Urbanform Design Group Inc. in Fort Lauderdale. He has been involved in award winning green and sustainable design

projects here and abroad for twenty five years. He has taught in several universities and his own house has been recently published in a book Dreaming Green.

Presentation Summary

How does your building meet the sustainability challenge?

This presentation will focus on the U.S. Green Building Council's "LEED 2009 for Existing Buildings: Operations and Maintenance" (LEED 2009 EBO&M). Leadership in Energy and Environmental Design (LEED®) is a nationally accepted benchmark for the design, construction and operation of high performance green buildings. It promotes a whole-building approach to building sustainability by recognizing performance in areas of human and environmental health, sustainable site development, water savings, energy efficiency, material selection and indoor environmental quality.

Bio Summary

Don Herrmann is a LEED Accredited Professional, Certified High Performance Building Design Professional, Certified Building Commissioning Professional, member of the U.S. Green Building Council and a U.S. EPA Energy Star Partner.

Presentation Summary

Total House Approach to Sustainable Building

A graphical look, using real-life examples, at the risks, rewards, and ROI on all the major components of effective sustainable home building: design, exterior and interior components, and structural shell.

Bio Summary

Arthur Monahan

A graduate of Florida State University, Art is a licensed and insured General Contractor. In his 20+ years in the Construction industry, Art has specialized in sensitive coastal areas, and has completed projects in the US Virgin Islands, Antigua, the Dominican Republic, Florida Keys, and coastal Florida. His Seacoast Cottage designs have been featured in Coastal Living magazine and Sarah Susanka's Not So Big House web site.

His construction firm, A.W. Monahan Properties, Inc. has completed both residential and commercial projects throughout Lee, Collier, Broward and Monroe Counties.

He currently resides with his family on Fort Myers Beach, where he is a member of the town's Marine Resource Task Force. He is also a member of the Florida Green Builders Coalition and the Structural Insulated Panel Association.

In April 2009 he was interviewed on WGCU National Public Radio regarding their new Mango Cottage Sustainable Building Kit, on which this presentation is based.

In June 2009, his presentation was enthusiastically received by peers at the Green Trends Conference in St. Petersburg.

LAND USE PLANNING

Presentation Summary

There are over 2,600 antiquated subdivisions in Florida. Typically poorly designed and developed without adequate infrastructure or services, these subdivisions represent significant planning challenges for their communities. This presentation examines potential tools to retrofit antiquated subdivisions to achieve sustainability, using as a case study a plan recently developed for Lehigh Acres, a massive subdivision in Lee County.

Bio Summary

A Senior Associate with Wallace Roberts & Todd, Silvia Vargas is a professional planner and LEED-accredited professional with over 16 years of national and international planning experience focused on the application of sustainable planning and development practices to achieve balanced community development. Ms. Vargas graduated from the University of Kansas with a B.A. in Architectural Studies and a Master of Urban Planning.

Presentation Summary

The City of Tampa's 'Community Planning through Form-Based Code' program began in 2008, and is a collaborative effort between the neighborhoods, business community, and the City, to create a cohesive, realistic, and sustainable vision for an area. Issues important to the vision include, redevelopment, connectivity between parks, schools, and community assets for pedestrians, bicycles, and mass transit, as well as public safety, social and recreational activities for the residents, and entrepreneurial opportunities. Planning areas are identified by historic development patterns, opportunities for redevelopment, availability of natural resources (e.g. Hillsborough River, integrated parks system, dense urban tree canopy), and presence of neighborhood organizations. The City plans to use many approaches in drafting the development regulations for these areas, including a form-based strategy for development scale and low-impact development techniques for surface parking and public open spaces, while also encouraging 'green' construction methods and materials in new development.

Bio Summary

Catherine Coyle serves as the Zoning Administrator and Community Planning Program Manager for the City of Tampa.

TRANSPORTATION III

Presentation Summary

What motivates drivers of single occupancy vehicles to consider carpooling?

Learn how to encourage and increase ridesharing by creating infrastructure that easily allows for people to match schedules and destinations, take away the perceived roadblocks, and discover how to effectively market the program through a variety of media and means – all with little to no budget. Save money for commuters, improve parking, reduce pollution and greenhouse gas emissions, reduce traffic, and build camaraderie. Find out the lessons learned from Florida Gulf Coast University, an institution that recently initiated a successful online ride-matching system, and how to implement or improve your own program.

Bio Summary

Kathleen Crawford is a coordinator of environmental stewardship and sustainability at Florida Gulf Coast University in Fort Myers, Florida.

Presentation Summary

Florida Public Transportation Marketing – How are we Getting the Word out about the Environmental Benefits of Mass Transit?

Florida's transit agencies have been capitalizing on the environmental value of Mass Transit in marketing campaigns and are communicating the advances in Green Transportation technologies. Opportunities exist to market Public Transportation as a leading industry in adoption of those technologies and work is to be done in coordinating green transportation messages at the state level. This presentation will explore the various ways that Public Transportation agencies have used green marketing campaigns (i.e. nationally promoted efforts such as Dump the Pump and tie-ins to events such as Earth Day and Clean Air Month in May).

Bio Summaries

Justin Begley is a researcher with the Center for Urban Transportation Research (CUTR) whose areas of interest include Intelligent Transportation Systems for Transit and the associated study of return on investment of technology improvements.

Mr. Mistretta is a Research Associate with the Center for Urban Transportation Research (CUTR) whose areas of expertise include survey design and analysis, website design, transit modeling and transit peer analysis and performance.

Presentation Summary

OpenStreetMap and the Travel Assistance Device

Existing Internet-based mapping and trip planning services, such as Google Maps and Yahoo Maps provide convenient service for planning automobile-based trips. However, extensive data on pedestrian infrastructure, including sidewalks, bike routes, and transit, are not available in these systems. An alternative to commercially-owned systems is

open-source mapping, such as OpenStreetMap.org, which allows anyone to collect, contribute, edit, and correct data in a concept similar to the popular community-driven Wikipedia site. Anyone can download and use the data contributed to OpenStreetMap for any purpose (including commercial use). Thus, members of a community who want to promote safe walking and cycling can map the community's sidewalks, crosswalks, bicycling infrastructure, transit stops and routes, and other supporting infrastructure so it can be used by others.

An example of new services that can be created based on pedestrian infrastructure data is the "Travel Assistant Device (TAD)," a software system for GPS-enabled cell phones that aids transit riders with special needs to use the public transportation system. TAD provides the rider with customized real-time audio, visual, and tactile prompts for when they should exit the transit vehicle by literally announcing "Get Ready..." and "Time to Get off the Bus!" New features also include a display of the estimated time until the bus arrives on the cell phone screen while the rider is waiting for the bus. While the TAD was designed to aid transit riders with special needs in order to increase their level of independence, any new transit rider can benefit from its service.

Bio Summaries

Edward L. Hillsman is a faculty member of the Center for Urban Transportation Research at the University of South Florida, with a research focus on reducing transportation's contribution to climate change.

Sean Barbeau, Center for Urban Transportation Research, University of South Florida, Tampa, FL 33620 USA

ENERGY

Presentation Summary

Capture-and-Grow

As climate change continues to affect the way we think about the environment, entire nations will need to act collectively in order to curtail emissions of greenhouse gases (GHG) preventing irreparable damage to the planet. A bench mark number being used by the Waxman-Markey bill as the threshold to prevent severe damage to our atmosphere is 80% reduction of emissions from 2005 levels by 2050. A price on carbon is becoming closer to a reality as the Waxman-Markey Bill works its way through congress. This effectively will put the pressure on point source emitters such as coal fired power plants to find ways to mitigate the millions of tons of harmful carbon dioxide their plants are spewing into our atmosphere. With limited time left for both the atmosphere and major emitters, the ways in which we utilize our energy sources will have to vastly change. There is currently no panacea that will save our atmosphere but there are various technologies that utilized together could combat the harmful carbon dioxide (CO₂) emissions. One of these technologies, **carbon-capture-and-grow (CCG)**, utilizes algae to not only help mitigate CO₂ emissions but also supplement growing reactors to produce various products such as biodiesel, ethanol and animal feed. The advantages and disadvantages of various algae growing and refining processes will be discussed in this presentation, along with the major impediments hindering the commercialization of such technologies.

Bio Summary

Chris Castro is a senior Environmental Science major and Biology minor at the University of Central Florida. Recently, in May of 2009, Chris attended a 3 month internship at the Department of Energy: Office of Energy Efficiency and Renewable Energy (EERE) where he authored white paper proposals, executive summaries, and presented the Carbon-Capture-and-Grow (CCG) technology to the Office of Fossil Energy and the National Energy Technology Laboratory (NETL).

Presentation Summary

Climate change and business opportunities for municipalities and other entities.

Topic: Overview of opportunities for municipalities and other entities in the evolving carbon markets and climate change legislation. This presentation will include discussing aspects of carbon footprinting, carbon strategy and current state of the offset markets. A brief outline of the Waxman-Markey Bill will show latest developments and will be compared to EPA's draft rule for greenhouse gas reporting.

Bio Summary

Biography: Dr. Heike Lueger serves as Carbon Solutions America's Chief Environmental Scientist and has over 12 years experience as a greenhouse gas expert. She provides consulting advice for sustainability planning and is the project manager to develop the City of Fort Lauderdale's Sustainability Action Plan.

PANEL 4: CREATING COMMUNITIES, CULTIVATING GARDENS: URBAN, COMMUNITY, AND SCHOOL GARDENING IN TAMPA BAY

Presentation Summary

The panel focuses on research on the social and ecological aspects of gardening in different settings around Tampa Bay, as well as promoting sustainability and environmental education through gardening in partnership with local organizations. The broader aim is to better understand how history, politics, culture, and ecology all come together to create the environments we live in and continually recreate.

Bio Summaries (all USF)

Rebecca Zarger is Assistant Professor in the Department of Anthropology at USF. Her broad research interests are environmental anthropology, children and childhood, and environmental change, primarily in Central America, with local research focused in environmental education, responses to water scarcity in Tampa Bay and urban and school gardening practices.

Ryan Davis is an MPH/MA student in the Departments of Anthropology & Environmental and Occupational Health at USF, with research interests in water resources management, GIS, and health.

Tamara Looney is an MPH/MA student in the Departments of Anthropology & Community and Family Health at USF, with research interests in medical anthropology, health disparities, and the environment.

Mabel Sabogal is a PHD student the Department of Anthropology at USF, with research interests in visual anthropology and access to media in marginalized communities.

Jennifer Friedman is Associate Professor in the Department of Sociology at USF with research interests in qualitative methods, life history, and experiences of children, parents and teachers with school gardening practices in Tampa.

Laurel Graham is Associate Professor in the Department of Sociology at USF with research interests in consumer culture, decisions parents and children make about nutrition and consumption, and experiences of children, parents and teachers with school gardening practices in Tampa.