

Pathways to Sustainability: Fernandina Beach to Cedar Key.....and beyond



University of Florida
Natural Resources Leadership Institute
Class IX

March 18, 2010

Practicum Participants + Goals

- Adrienne Dessy, City of Fernandina Beach
 - Scott Dudley, Florida League of Cities
 - Gregory Lang, City of Cedar Key

Recognizing that cities must have sustainability practices in place internally prior to encouraging sustainability within the larger community, this practicum seeks to establish a process for facilitating and implementing internal sustainable practices within Cedar Key and Fernandina Beach. The Florida League of Cities will provide it's 400+ member cities with a web based collaboration tool to assist local governments that desire to learn about and incorporate sustainable practices.



What is Sustainability?

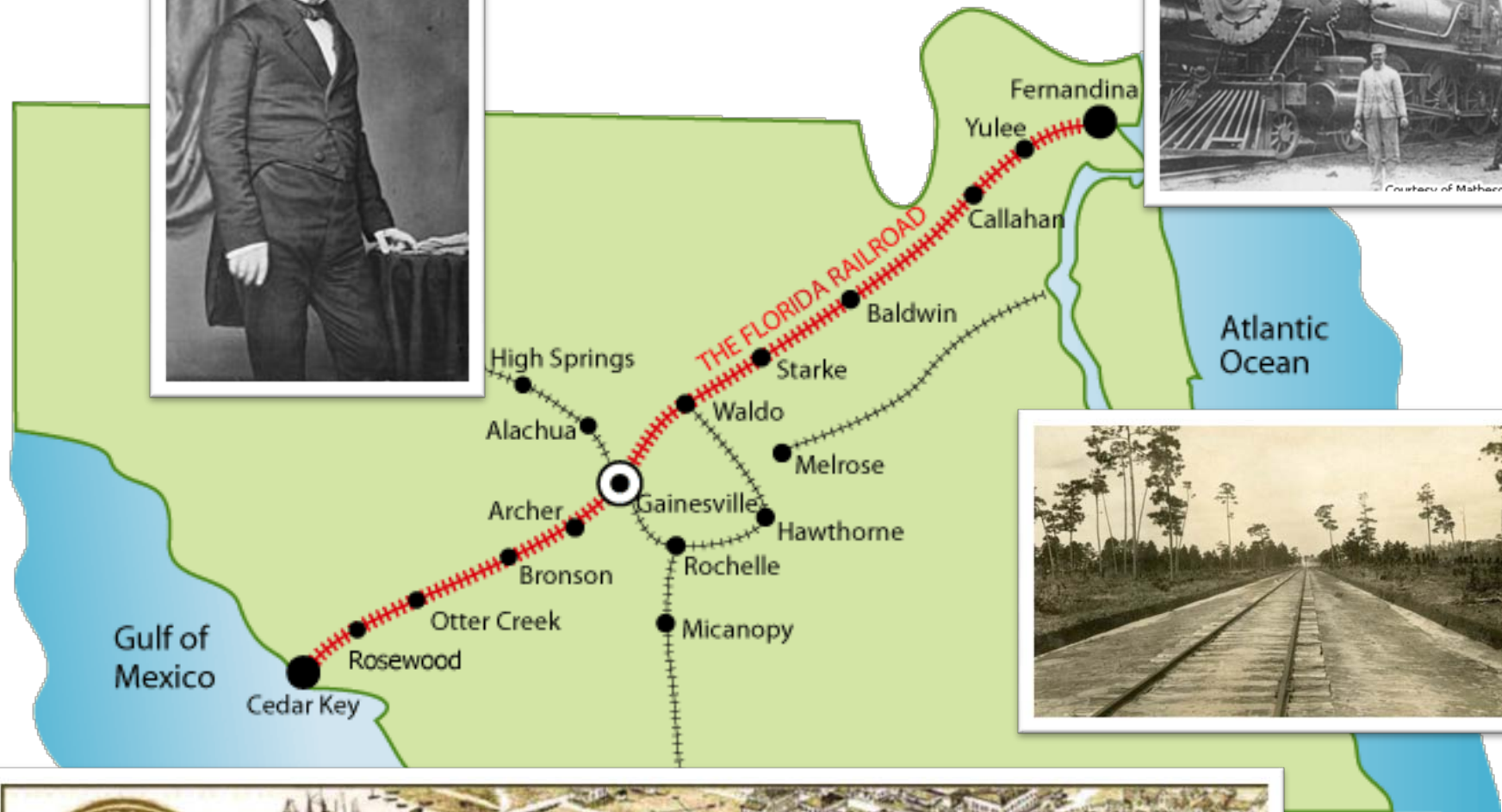


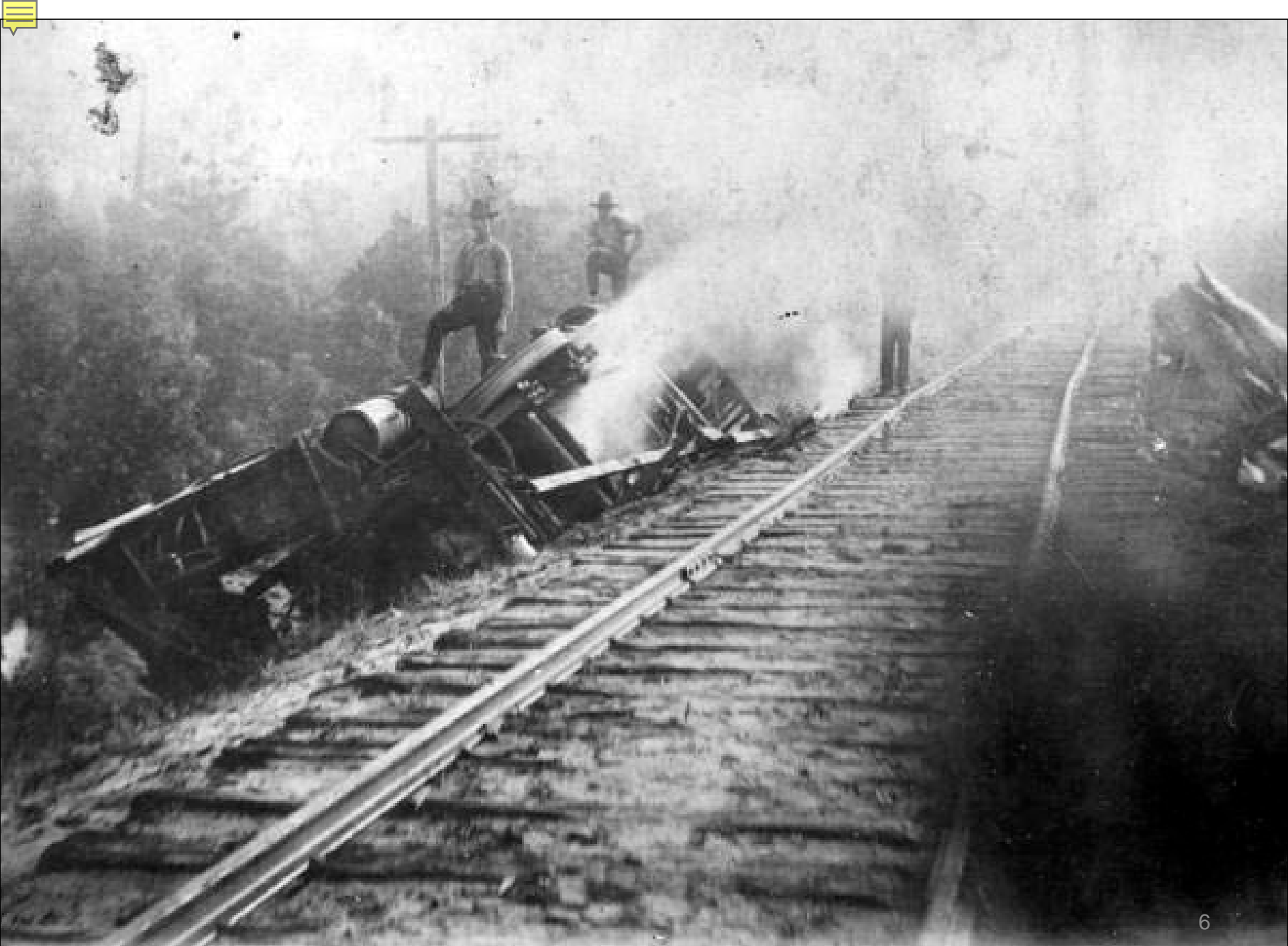
Sustainability is often referred to as a 3 legged stool that includes looking at a decision or action's
ECONOMIC, ENVIRONMENTAL AND SOCIAL IMPACTS

Fernandina Beach & Cedar Key

- Historically linked by David Levy Yulee's railroad, c.1855
- Both working waterfront communities
- Both communities interested in sustainability
 - FB – sustainability identified as major issue by community in EAR process; Commission adopted resolution to seek Green Local Government status in 2008
 - CK – Staff & volunteer energy and conservation task force tasked by Commission in 2008 to implement sustainable practices in government and throughout community

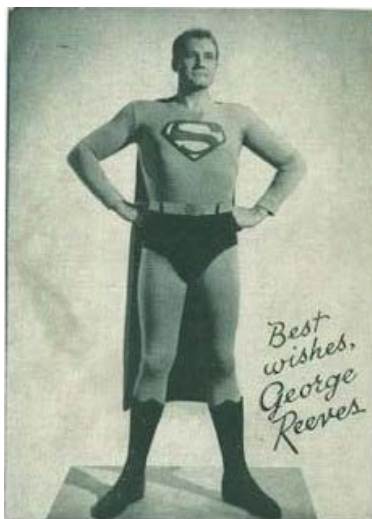






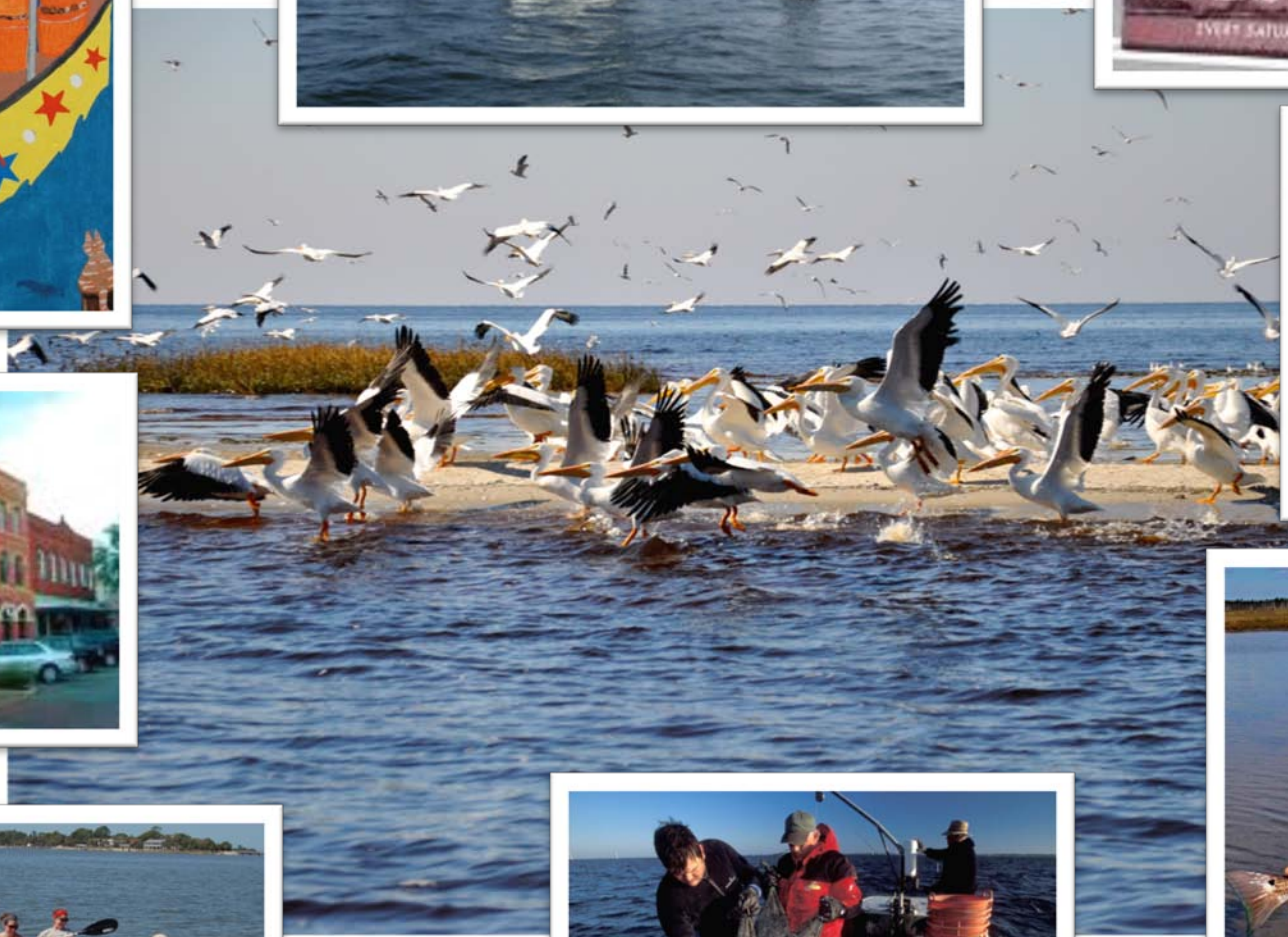


"Its not easy
being green"



Goal 1: Establish sustainability working group within each city

- Identify representatives of each city department to participate in a sustainability working group
- Group to establish 4-5 tangible sustainability goals and related strategies for the cities to accomplish within the next year
- Provide updates to City Manager and City Officials on group goals and activities
- Document accomplishments and share with the community
- Share strategies and plans between cities





The
Florida League of Cities, Inc.

Working on Your Behalf

**ADVOCACY
SERVICES**

Keeping Track

**LEAGUE
EVENTS**

Innovative & Comprehensive

**FINANCIAL
SOLUTIONS**

Helping to Keep Your Employees Safe

**INSURANCE
SERVICES**

2010 Legislative Session:

TRACK KEY BILLS

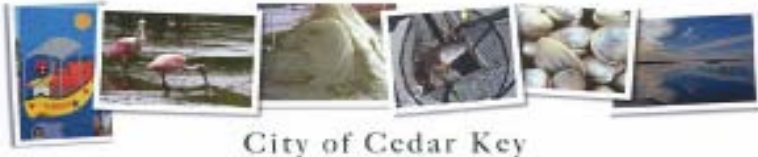
Florida League of Cities

- Represents 410 municipalities in Florida—51% of Florida's population live in municipal boundaries
- Initially created to “unite the voices of Florida's municipalities ..on municipal issues before the Legislature and Congress”
- Inform, persuade and defend Home Rule (local self-government)
- In 2008, FLC President implemented a GREEN CITIES initiative that attempted to address green house gas emissions, wetlands protection, “green” building and landscaping, alternative energy, recycling, fleet maintenance, and other initiatives.
- As a result of this practicum, FLC will offer a web based tool for member cities to collaborate on sustainability and green issues, projects, products, etc..

Possible Areas to Evaluate

- Energy Usage
- Procurement Policies
- Fleet Management
- Recycling and Waste Management
- Water Usage
- Carbon Reduction
- Building Efficiency
- Parks and Green space Management
- Community Education and Outreach

City Support



Sue Colson, Mayor
450 Historic Second Street
PO Box 326, Cedar Key, FL

SueColson@bellsouth.net
352.543.5132 Phone
352.543.5580 Fax

Mayor Susan Hardee Steger
City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034

Dear Mayor Susan, City Commissioners, and City Manager:

It is with sincere pleasure that I write to you to express my support and interest in the Pathways to Sustainability project that your City Planner, Adrienne Deery and our Community Redevelopment Agency Director, Greg Lang are collaborating on.

The idea of implementing internal sustainable practices within both our local governments and reconnecting and reinforcing the historic linkage that the Fernandina Beach and Cedar Key has is exciting. I believe that developing a sustainable community and economy based upon the wonderful natural resources, history and working waterfronts we have is where our efforts must remain focused.

I am supportive of the efforts that our staff, citizens, and other stakeholders will employ to help make our local governments and communities more sustainable and efficient.

Please accept my invitation to come and visit Cedar Key. Greg and I would enjoy sharing our community with you and we look forward to developing a warm and mutually beneficial relationship between our very special towns.

Sincerely yours,


Sue Colson, Mayor

- Letter from Cedar Key Mayor Sue Colson to Fernandina Beach Mayor Susan Steger expressing support for the joint effort (*January 6, 2010*)
- Fernandina Beach City Manager and City Commission have expressed support for the project

COFB Process

- Presentation to City Department Heads – December 22, 2009
- Working Group Members Identified – January 2010
- Presentation to City Commission – February 2, 2010
- First Working Group Meeting – February 17, 2010
 - Overview of group responsibilities
- Second Working Group Meeting – March 17, 2010
 - Brainstorm existing sustainable practices
- Subsequent Working Group Meetings
 - Begin identification of goals and, goal implementation and outreach
- Continued interaction with Cedar Key and Florida League of Cities to share strategies and lessons learned

~ Each working group meeting will be noticed and minutes made available to the public ~

City of Cedar Key Process

- 2008 – City began evaluating projects and programs for energy efficiency and sustainability
- 2008- Citizens volunteer energy advisory group formed by Mayor
- 2009 – City Commission discusses long term priorities and definition of sustainability.
- 2009 to Present - City implementing water conservation, reclaimed water, recycling and education project and programs.
- Continued interaction with Cedar Key and Florida League of Cities to share strategies and lessons learned

Goal 2: FLC Communications

- Maintain website and/or listserve regarding sustainable local government efforts
- Publish article regarding efforts of Fernandina Beach and Cedar Key in FLC Quality Cities magazine to foster discussion regarding local government sustainability initiatives.
- Utilize social networking tools to generate discussion about sustainable local government.
- Focus on municipal sustainability efforts through workshops and round table discussions at FLC Annual Conference.

Proposed FLC Process

- Obtained approval of FLC Executive Director to engage and assist Cedar Key and Fernandina Beach in their efforts.
- Establish web collaboration tool & link on FLC website regarding sustainability efforts—Timeline TBD (subject to IT staff workload)
- Schedule workshop to discuss municipal sustainability issues for August 2010 (in conjunction with FLC Annual Conference)
- Link magazine article discussing Cedar Key and Fernandina Beach efforts with web tool launch

Cedar Key & Fernandina Beach lessons learned





Lessons learned

- Don't start with complicated or expensive programs
- Produce results that are measurable and save \$
- The police department may not be excited as you are about a bicycle program
- Pay attention to politics
- Don't assume there is support
- Don't underestimate interest, commitment or support
- Give things time to progress and understand it may take longer than anticipated
- Be willing to be flexible and adjust expectations and goals
- Educate, educate, educate.....
- The “intensity” of the average persons commitment to sustainability seems to ebb and flow based on exigent circumstances. (If I don't have a job I don't care about being green—I want green not to be green)
- Sustainability is a lot of different things to a lot of different people. It may be hard to really measure it because there are so many concepts/definitions of it.
- Sustainability isn't just “being green”. It is a paradigm shift that requires substantial commitment and a holistic/comprehensive approach to a variety of issues
- Legitimate question of how deeply engrained the concept is to people. The search of Chamber of Commerce and other association websites shows me that it was the “HOT” issue as little as 2 years ago but interest may have peaked(?)
- That the paradigm shift has started but the economic situation has slowed that shift
- That people seem to like the concept—to the extent they understand it---but it is a moving target

questions / comments?

