

Draft
CITY OF FORT LAUDERDALE
SUSTAINABILITY ADVISORY BOARD
SUSTAINABILITY LAB
101 NORTHEAST 3RD AVENUE – Suite 1400
FORT LAUDERDALE, FLORIDA 33301
May 20, 2019 - 6:15 PM

Cumulative Attendance					
1/2019 through 12/2019					
	Members	Appt By	Attendance	Present	Absent
1	Jason Liechty, Chair	IV	P	4	1
2	Lawrence Clark, Vice Chair	I	P	5	0
3	Carol Tamburry	III	P	5	0
4	Carolann Mazza	III	P	4	1
5	Cushla Talbut	II	P	4	1
6	Douglas Meade	I	A	2	3
7	Elizabeth Adler	M	A	4	1
8	Enrique Vadiveloo	IV	P	3	2
9	Muge Nurgun	II	P	5	0
10	Owen Cylke	C	P	5	0
11	Susan Wood	M	P	5	0

Staff Present

Public Works Department

Nancy J. Gassman, Ph.D., Assistant Public Works Director - Sustainability

Glen Hadwen, Sustainability Manager

Aneisha Nicholas, Staff Liaison

Call of Order/Roll Call

The meeting was called to order by Chair Liechty at 6:18 p.m. The roll was called and a quorum was present. Ms. Talbut and Ms. Nurgun participated in the meeting via teleconference. Ms. Mazza arrived at 6:30 p.m.

Communication to the City Commission

The Sustainability Advisory Board (SAB) provides the following Communication to the City Commission:

Prior to its joint workshop with the City Commission on February 19, 2019, the SAB compiled a list of its recommended sustainability priorities. The top priority, by vote of SAB members, was the development of a Green Business Certificate Program.

This program would recognize City of Fort Lauderdale businesses for their environmentally and socially responsible efforts. As detailed in the attached program description, the Green Business Certificate would benefit both the community and the participating businesses. It would advance the efforts toward making Fort Lauderdale a greener and more economically resilient city, and local businesses would benefit from the competitive marketing advantage enjoyed by being recognized as a sustainable business. Benefits of such an initiative have already been recognized by a large number of cities around the U.S and Florida, including West Palm Beach, Miami, Coral Gables and Key West. In addition, creation of this program would satisfy a credit area in pursuit of the City's Florida Green Building Coalition Green Local Government certification.

Your Sustainability Advisory Board hereby expresses its strong support for approval and implementation of the Green Business Certificate program. The attached document is intended as an initial recommendation. Upon the request of the Commission, the SAB can offer more detailed information.

Motion

Motion made by Vice Chair Clark, seconded by Ms. Wood to advance the above Communication to the City Commission. The motion passed unanimously.

Staff Note: SAB proposal identifies the need for a 1/2 FTE and additional resources to implement this program.

City of Fort Lauderdale

Green Business Certificate Development Project Proposal

5/21/2019

Muge Nurgun

On behalf of City of Fort Lauderdale Sustainability Advisory Board

Goal

To design and deploy a “Green Business Certificate” program to be offered by the City of Fort Lauderdale.

Benefits of a Green Business Certificate offered by cities

- Recognition of environmentally and socially responsible efforts of local businesses.
- Competitive marketing edge for businesses through becoming better corporate citizens.
- Business opportunity to optimize costs, better risk management and maximize efficient use of natural resources.
- Motivate and train small/mid-size businesses for becoming sustainable and socially responsible.
- A step towards a greener and an economically resilient city supported by SE Florida Regional Climate Change Compact - Climate Action Plan.
- A medium to build a tighter community that embraces sustainable business and living.

Proposed Resource Requirements

- The program to be administered by a task force collaborating under the management of the City of Fort Lauderdale Sustainability department.
- The task force to be comprised of a City of Fort Lauderdale Sustainability Department representative (initially 1 person-halftime), Chamber of Commerce representative, and a sustainability consultant, at the minimum. This task force might also include other stakeholders as necessary, such as Greater Fort Lauderdale Alliance, Department of Sustainable Development Economic and Community Investment Division, Broward County Environmental Growth & Management Department.
- Web development resources have to be employed. Since the whole program will be available and administered through the official City website, web development and management services responsible for the existing city website (or another developer) needs to be engaged to add additional webpages with appropriate functionality.
- Full deployment of the program initially is expected to require 1 half-time City sustainability professional as the main contact, and a number of interns from local universities/colleges trained in this program. Extensive popularity of the program might require additional resources. Collaborations with other city/county departments and area non-profits might be critical to provide appropriate targeted assistance to the businesses in the program.

Proposed Program Development Phases & Timeline

- Gather the task force that would finalize the program: 3 months.
Task force creates a time line and defines the program details.
The certificate criteria are detailed and customized for a variety of business types: Office, hospitality, landscape, restaurants, manufacturing.
The certificate program web page – first version - designed and developed.
- Deploy Phase 1: Six months, pilot program, 5-10 selected businesses, self-verification with City assistance, finalize the program.
- Phase 2: Deploy the program for all (greater)Fort Lauderdale businesses as a verified certificate program.

Phase 1 – First 6 months as a Pilot Program:

- 5-10 interested local business are selected for a pilot program by the task force (size and type of the businesses a factor for deciding the total number). No fee.
- The certificate program is launched as “Self-Reporting”. This means that the program is made available through the website – only to those businesses who are invited to report on their existing sustainable practices and express commitment for better future practices.
- The part-time City employee and the task force provide assistance to these selected businesses to follow the program, identify their strengths and weaknesses and set and pursue goals.
- At the end of this initial 6 months period, these businesses are recognized as the first graduates of the program - as long as they stay committed and responsibly show effort working towards the given program criteria. In the meantime, the City of Fort Lauderdale and the task force further customizes the program as necessary.
- City of Fort Lauderdale, during this timeframe, creates and assigns additional resources such as internships and develop collaborations to provide sustainability and other subject-matter technical assistance for the potential businesses applying for official certification in the next phase.
- The program website is developed to offer a very comprehensive amount of information and links to guide the businesses towards accomplishing the given criteria.

Phase 2 – After the initial 6 months:

- The program website is made available to all (greater) Fort Lauderdale businesses.
- The program is officially announced and offered with the goal of a certificate.
- Based on the verification of the businesses’ successful operations and development at the end of the 6 months program phase, winners are announced. Winners are assigned

Bronze, Silver, Gold or Platinum levels and promoted by the City at various events to be developed. They are all awarded a green business logo.

- A new group of 5-10 businesses are accepted into the program every 3 months.
- Based on this schedule, at any given time there would be 10 - 20 businesses in the program. This work load could be increased/decreased depending on the budget and availability of skilled interns.

How does a Green Business Certificate program work?

- Any interested business accesses the city website for the program to get information.
- The program will be available for a fee, determined by the task force.

(Most of the programs around the nation use “the number of employees” as the main criteria and ask a nominal fee: For example, City of Key West has the following fee structure: 1-9 employees \$37.50; 10-25 employees \$47.50; 26-99 employees \$57.50; 100+ employees \$87.50.

The task force might decide to request a higher fee overall to cover the program expenses with exceptions based on predefined criteria. Seeking corporate sponsorships and grants would be advisable).

- The business fills in the application form for basic data and pays the fee.
- The website would direct the applicant to choose the right application for the type of business since there are minor but significant sustainability issues specific to a given type of business such as hospitality vs. manufacturing vs. office vs. landscape.
- The business downloads the appropriate Excel file that has all the detailed criteria against which it will be measured.
- The website would offer a comprehensive list of resources and provide appropriate guidance and information to implement all program criteria.
- The designated City contact and/or trained interns responsible for this program will get in touch with the business applicant, to answer questions as necessary, periodically throughout the program. For further help, businesses might be connected with the appropriate water, energy or environmental divisions of the city. (It would be unreasonable to expect the city resources act as sustainability consultants. Their advisory/coaching time needs to be limited to possibly less than 5-10 hours per program period)
- During the program, the task force will plan, manage and execute workshops, seminars, networking events for the participating and interested businesses.
- At the end of the program period (6 months), participants will be evaluated against their final reports, by the City official and/or outside experts. Successful participants will be assigned Bronze/Silver/Gold/Platinum levels of accomplishment.
- Successful participants will be announced by the City and promoted.

Possible rewards:

Businesses will be able to display *Fort Lauderdale Green Business logo* on their websites, vehicles and promotional materials.

Businesses will be listed on appropriate City websites as responsible and green. Their proven efforts and results will also be included, to allow positive impact from transparency.

An awards ceremony will be organized for each program period.

Successful businesses might be invited to various City/State events, to share their success stories.

Recertification at Platinum and Gold levels could be kept to minimum or waived.

- Businesses must recertify every 2 years to keep their credentials.

What is Measured by the Green Business Certificate program?

There are various existing programs throughout the country and the Florida State. A typical Green Business Certificate Program includes detailed & scientifically developed criteria in the following main areas:

- Organizational commitment
- Environmentally preferable purchasing
- Energy management
- Water management
- Waste management
- Transportation & travel
- Social responsibility

Each list of area specific criteria would include *Required* and *Optional* choices with assigned points that add up to 100. The completion of the basic minimum requirements in each section would lead to a Bronze designation.

Some of the criteria would be different and targeted per the chosen business type.

Success Factors for the program

- Appropriate leveraging of partnerships with stakeholders.
- Direct city involvement/management to establish respect and interest in the program.
- Ongoing workshops for co-learning & networking.
- Lower program fees would be ideally more attractive. Seeking corporate sponsorships and grants would be advisable.
- Effective and meaningful acknowledgement/promotion by the City.