

Watch the [presentation recording](#) , presentation starts at 38:42.

**COCOA BEACH
SUSTAINABILITY COMMITTEE**
2018 SUSTAINABILITY PLAN
REVISION 0 FINAL

Sustainability Committee Members:

Carol Auer

Jessica Bruso

Robert Day

Todd Swingle

Carolyn Wainwright / Desiree Lesko

Staff Representative:

Christie Hawkins

The City of Cocoa Beach:

- Is mindful of its responsibility to our residents and future generations.
- Wishes to continue to build a distinctive, world-class, small city with a vision to ensure the quality and sustainability of our natural and built environment.
- Is committed to continuously improve its environmental management practices, in order to become a model of environmental performance and stewardship.
- Expects that the culture and actions of the City reflect environmental sensitivity and responsibility. As such, each individual City representative is challenged and empowered to proactively promote environmental leadership, through the following four environmental stewardship principles:

Conservation

Cooperation

Environmental
Compliance and
Risk Reduction

Restoration

**ENVIRONMENTAL
SUSTAINABILITY POLICY**

- Sustainability is a journey and never static – our priorities and program maturity will evolve and adapt.
- Keep the plan simple .
- Prioritize and focus our energy.
- Seek community input – community input will shape the future of this plan, we must remain willing and able to engage
- Stakeholders have different priorities, motivations, and interests – we will strive to make it easy for everyone to find a connection.
- While our initial focus is driven by environmental topics – sustainability incorporates social, economic and environmental considerations.
- While we will focus locally, we recognize that we contribute globally and big issues matter (energy, waste, habitat, water, sea level rise).



ENVIRONMENTAL SUSTAINABILITY COMMITTEE GUIDING PRINCIPLES

- We brainstormed ideas from committee members and the community.
- We developed an inventory of 68 sustainability actions.
- We clearly needed a way to prioritize.
- Through a series of meetings, we discussed several key points:
 - Impact Areas – the type or nature of environmental impacts or opportunities
 - Stakeholders – the people, businesses, and organizations that are affected and involved in the City’s sustainability efforts
 - Criteria – the factors that we will use to evaluate and prioritize actions

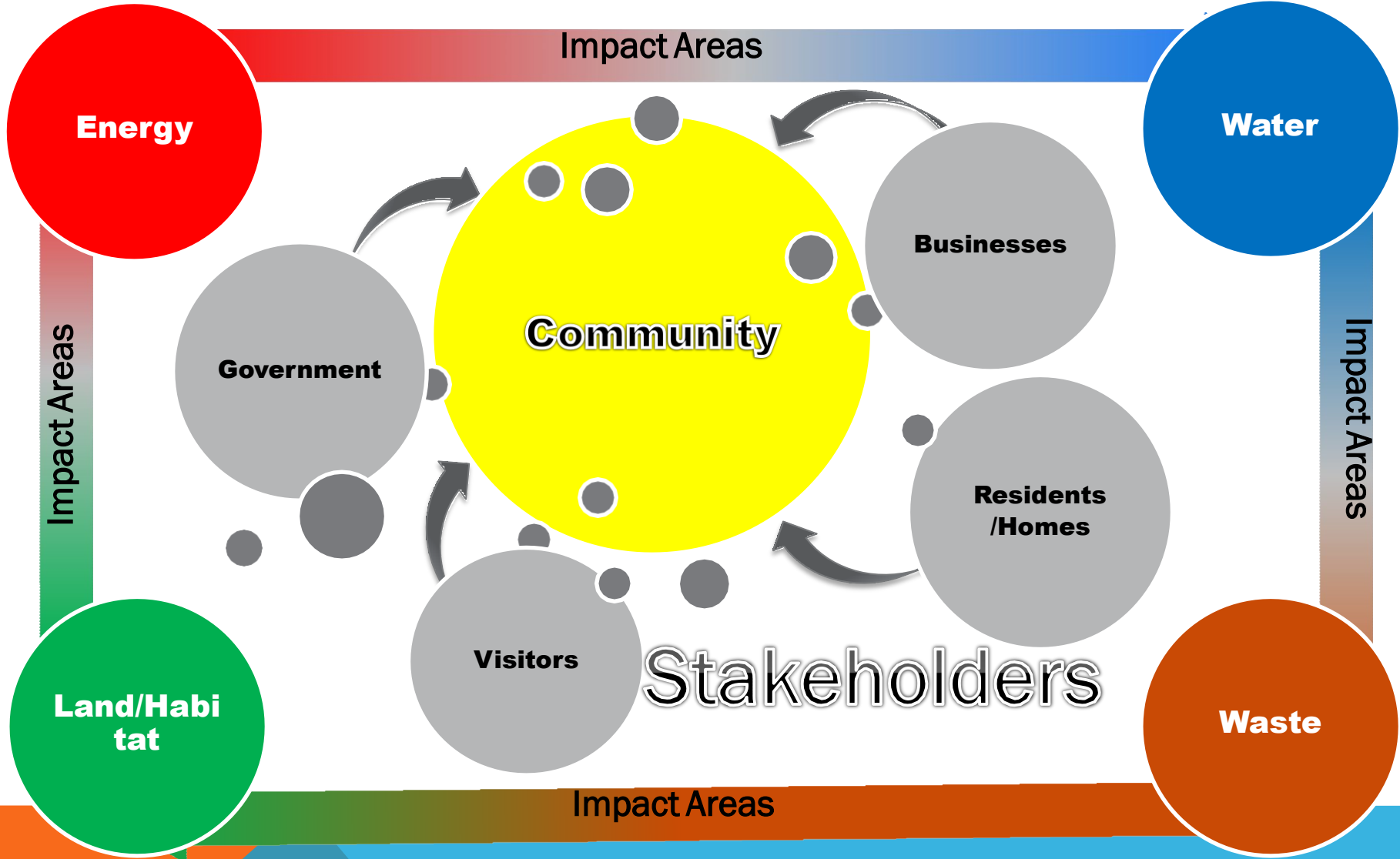


OUR APPROACH



- **Barrier Island.**
- **Beach/Dune** – support sea turtles, shore birds, storm protection. Recent revitalization from past impacts.
- **Indian River Lagoon System.**
- **Maritime Hammocks** – Lori Wilson Park and Maritime Hammock Preserve have unique plant and animal communities
- **Marsh / Mangrove / Seagrass** – vital to maintaining water quality and habitat for a wide variety of species
- **Developed community** – interface with the environment through our use of energy and water and generation of waste and stormwater and other emissions

A UNIQUE ECOSYSTEM



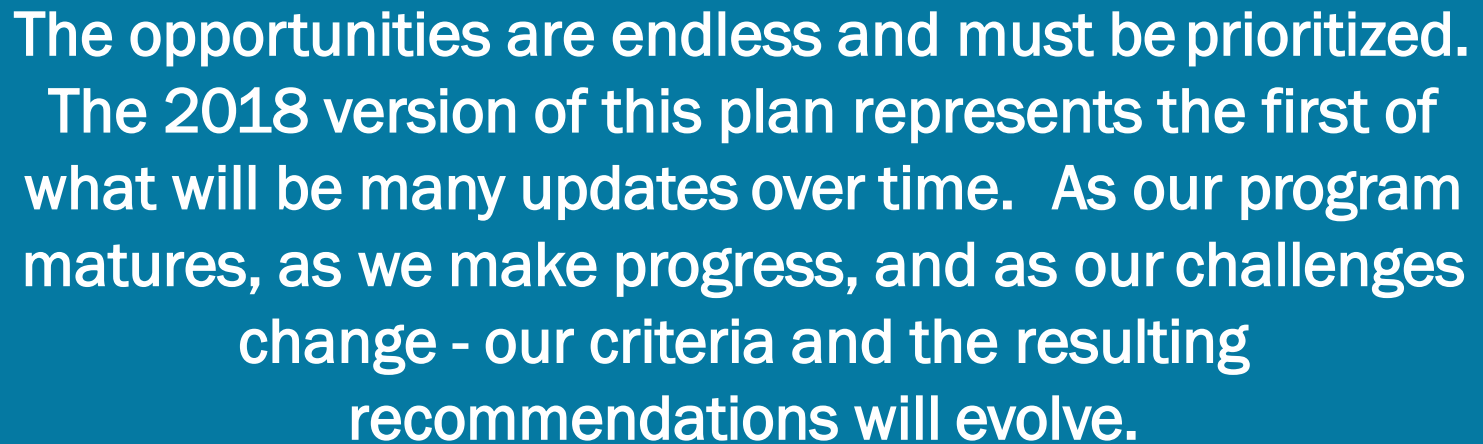
OUR EVALUATION LOOK AT STAKEHOLDERS AND IMPACT AREAS



Energy



Water



The opportunities are endless and must be prioritized. The 2018 version of this plan represents the first of what will be many updates over time. As our program matures, as we make progress, and as our challenges change - our criteria and the resulting recommendations will evolve.



Land/Ha



**EVALUATION AREAS
STAKEHOLDERS AND IMPACTS**

For the initial launch of the sustainability plan, we reviewed a broad set of sustainable actions, our recommendations ideally seek actions that:

Impact	<ul style="list-style-type: none">• Have substantial local impact
Timeliness	<ul style="list-style-type: none">• Will have an impact that can be timely observed
Buy-in	<ul style="list-style-type: none">• That will engender strong community support
Resource	<ul style="list-style-type: none">• That use existing resources, staff, volunteers or partners
Cost	<ul style="list-style-type: none">• That are cost effective with either low cost or high payback and are highly likely to be supported.

**CRITERIA TO PRIORITIZE
RECOMMENDATIONS**

For the initial launch of the sustainability plan, our recommendations ideally seek actions:

Note on Criteria –

The criteria used to prioritize recommendations are likely to evolve. The sustainability committee selected these criteria recognizing that we are just getting this program started. We seek solutions that are high impact, but also recognize the need to build awareness and support while demonstrating value across the community. We will take small steps on big issues and recognize that certain global issues (i.e. global warming, sea level rise) can have a high community impact.

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**CRITERIA TO PRIORITIZE
RECOMMENDATIONS**

Education

- Foundation for achieving buy in, “why” sustainability is important
- Our education efforts do not have to be limited to one impact area energy, waste, water, land, habitat can all be covered



Partnerships and Recognition

- Creates excitement and improves engagement
- Opportunities for branding and synergistic effects



City Government Facilities and Operations

- Build momentum / demonstrate commitment of the City
- Government actions set a community standard



Water Quality / Stormwater

- Affects social, economic, and environmental sustainability in our community

**OUR PRIORITIZED
FOCUS AREAS**

Objective Statement

Cocoa Beach will place the highest emphasis on education. We believe that building awareness and engagement in sustainable living is at the foundation of a sustainable community. Our education program will encompass a broad range of impact areas including energy, waste, community, water, and habitat.

Actions

Element 1A – Web Site/Social Media

Element 1B – Events

Element 1C – Workshops

Element 1D – Education.

**FOCUS AREA:
ELEMENT #1 - EDUCATION**

Objective Statement

Cocoa Beach recognizes that partnerships represent the best means to extend the impact of limited resources and to capitalize on existing expertise. We will identify and maintain relationships with a strategic group of partners to work in our prioritized impact areas. For each partner, we will identify a local “champion” to serve as a liaison/owner of the relationship. The first priority will be to develop a deployment plan for the programs supported by each partner.

Actions

Element 2A – Keep Brevard Beautiful

Element 2B – Brevard Zoo

Element 2C – Cocoa Beach Main Street and/or Business Group.

Element 2D – Water Quality Partner

Element 2E – Energy Partner Partner

**FOCUS AREA:
ELEMENT #2 - PARTNERSHIPS**

Objective
Statement

Cocoa Beach recognizes that a key to sustainable communities is demonstrating the commitment to education and actions in the government's facilities and operations.

Actions

Element 3A – GHG reductions in operations and facilities

Element 3B – GHG Fleet Reductions

Element 3C – Capital/Large Operating Projects

Element 3D – Recycling in City facilities

Element 3E – Metrics

Element 3F – Maintenance Items

Element 3G – Ban Styrofoam

**FOCUS AREA:
ELEMENT #3 – CITY FACILITIES
AND OPERATIONS**

Objective
Statement

Cocoa Beach recognizes water quality impacts to the Banana River and Indian River Lagoon represent one of the most significant near term environmental impairments in Cocoa Beach.

Actions

Element 4A – Reduce Lagoon Footprint - Education and Incentives

Element 4B – Water Quality Plan

Element 4C – Regulatory Review

**FOCUS AREA:
ELEMENT #4 – WATER QUALITY
AND STORMWATER**