



"Go Green" Seal of Sustainability Criteria



Purpose

This document describes the "Go Green" Seal of Sustainability Program and provides guidance for Broward County Departments, Divisions and Programs wishing to associate the footprint logo with their sustainability projects. These guidelines are effective as of August 2, 2013.

Introduction

Broward County has a long history of protecting our environment, supporting a viable economy, and improving the quality of life for its residents and visitors. This is the triple bottom line of sustainability: environment, economy and community. As part of this commitment to our constituents, various County agencies have developed programs to provide potable water, clean air, livable communities, recognition and support for green businesses, natural and recreational areas, and multimodal transportation options to name a few.

This logo is to be used with the County logo similar to how the Good Housekeeping Seal is an additional mark on a product underneath the main brand name.

The Go Green footprint logo will be used to gather the County's qualifying green programs and projects under a single brand to highlight the County sustainability efforts, to demonstrate to the public our government's commitment to sustainable operation, and to spread the culture of sustainability. This logo is to be used with the County logo similar to how the Good Housekeeping Seal is an additional mark on a product underneath the main brand name like Johnson & Johnson. In other words, the footprint accompanies the Broward County logo. It does not replace it.

The program is designed to recognize the efforts of all County agencies to "Go Green" by:

- Creating a brand to associate diverse projects/activities with the County's culture of sustainability;
- Creating awareness of the brand across County employees, County agencies, County Commission and the public; and
- Associating the brand with County's internal and community-based programs that embody and promote sustainable practices.

The footprint logo will appear as an icon on agenda items for projects that meet the criteria.

As part of the Sustainability Branding program, the footprint logo will appear as an icon on agenda items for projects that meet the criteria. This will announce to the public and Commission that

the project is designed to be sustainable. A check box on Public Communication work orders will soon be available to request the use of the logo on printed and electronic outreach materials. In addition, a dedicated website on the County’s Go Green portal will feature qualifying projects. By submitting a request for the seal, your project will automatically be highlighted in the County’s various newsletters letting our readers know that your project embraces the triple bottom line of sustainability.

Key Messages – Key messages for the program have been developed by the Office of Public Communication. Here are a few examples.

Going Green Means Better Government: Broward County has a long-standing commitment to business practices that help sustain quality of life, a viable economy and a healthy environment. Our customer service promise is “Our Best. Nothing Less.” – but greener!

Going Green Contributes to Our Economy: Our economy is evolving as the world around us changes. Today “going green” means seeking opportunities to embrace emerging low carbon technologies, renewable energy sources and green market innovation creating green collar jobs in our community.

Going Green Means Better Government.

Going Green Preserves Our Environment and Our Future: Going green is a community-wide commitment to make better choices that help preserve and protect our fragile eco-system for future generations.



Keep reading the criteria are described on the next page.

Seal of Sustainability Criteria

The criteria described below were developed with support by the Government Operations Workgroup. They provide the foundation for gaining permission to brand your program as sustainable. A project must meet these criteria to be able to use the footprint logo on their Broward County project.

I. Go Green Projects will fit under one or more of the following objectives:

1. Protect and conserve water resources
2. Protect air quality
3. Mitigate the causes of and adapt to climate change
4. Minimize solid waste generation (reduce, reuse, recycle)
5. Create livable communities and sustainable infrastructure
6. Provide multimodal and effective transportation options
7. Conserve energy and diversify energy sources
8. Support green market and create green jobs
9. Provide environmental and policy leadership
10. Encourage community collaboration and communication
11. Create processes and programs that support sustainability in government operation

Does your project embrace the triple bottom line of sustainability: environment, economy and community?

II. Projects must meet the following three criteria may use the logo:

1. **Be able to quantify or articulate an environmental benefit**
2. **Be able to quantify or articulate an economic benefit**
3. **Be able to quantify or articulate a community benefit**

The Project Leader must provide a succinct description of the project and how it meets the criteria.

At least one of the three criteria **MUST** be quantified. The Project Leader needs to submit a succinct description (100 words or less) on the PDF enterable form entitled “Application for Use – Broward County Go Green Seal of Sustainability” (see examples below). The summary should discuss how the project meets the three criteria and include the quantified benefit(s). This summary will be used on the Go Green website, in County news articles and related communications to describe the project. Please also provide related links to websites that go into the project at more depth.

Approvals – The Natural Resources Planning and Management Division (NRPMD) Energy and Sustainability Program staff will receive the Application for Use and provide initial approval of the association of the brand with a given project. Upon receiving notice that your project qualifies, the Office of Public Communication (OPC) will automatically add the description of the project to the [Go Green Projects](#) website upon approval. These same project descriptions may be used in Agenda Quick to request use of the logo for Agenda items. If the Project Leader has need yet submitted an Application

for Use, the Director of the Environmental Protection and Growth Management Department will provide review of agenda items tagged with the sustainability seal to ensure that the criteria are met.

Project Descriptions – Two project description are provided below as examples of how a project meets the criteria. The Conservation Pays Program meets the “Protect and Conserve Water Resource” objective above and the description quantifies the environmental of the project. The New Courthouse Construction, as all new LEED facilities, falls under the “Create Livable Communities and Sustainable Infrastructure” objective and quantifies the environmental and economic benefit of the project.

1) The Conservation Pays Program meets the Go Green criteria by working cooperatively with 17 local utilities to reduce water use by 30 million gallons per day. The program offers \$100 per toilet to businesses and residents to change out their old plumbing fixtures for newer more efficient ones. This saves water, saves the property owner money now and on future water bills, and reduces the need for the community to build additional water and wastewater treatment plants.

2) The Construction of the New Courthouse is Another Go Green Project. It will meet Leadership in Energy and Environmental Design standards resulting in a 21% reduction of electrical use and 42% reduction of water use over conventional buildings and will cost less to operation over time (\$300,000/year). Over 75% of demolition and construction waste will be recycled. BCCH will employ green pest management and green indoor cleaning programs. The building will feature improved indoor air quality with 77 courtrooms, an improved flow of visitors and courthouse agency employees, and improved security screening areas meeting the community’s requirement for an efficient, safe and secure hall of justice.

An optional Sustainability Cost Box can be included on print or outreach materials.

Sustainability Cost Box -Projects using the logo for printed or outreach material are encouraged to include a “Sustainability Cost Box” similar to the printing cost box currently required.

The idea is to be able to show the quantified environment, economic or community benefits as part of the outreach material. This information may be merged with the print cost box. Project Managers wishing to include an optional Sustainability Cost Box must provide the cost box narrative as part of the OPC Work Order. Examples of Sustainability Cost Box narrative:

- This Go Green Project aims to achieve a reduction of 20 tonnes greenhouse gas emissions and savings of \$58 annually per household.
- This Project will reduce electrical use by 10,000 kW per year resulting in a cost savings of \$9,800.
- The Program will ultimately serve 15,000 people providing weatherization of their residence, improving comfort, security and lowering utility bills.
- This effort will train 2,000 students and is estimated to result in 1,500 new jobs in the renewable energy market.

If you have questions about qualifying your project for sustainability branding, please contact the Planning and Redevelopment Division at 954-519-1265.