

GOAL	OBJECTIVE	INITIATIVES	INDICATORS	ACTION RECOMMENDED
Environment Goal #1 A Natural Environment that enhances the “Key West Experience” for residents and visitors alike	Ongoing protection and monitoring of our local environment	<ol style="list-style-type: none"> 1. Partner with local environmental groups to monitor the environment. 2. Paul Williams, Master Street Tree Plan. 	Statistics/data collected on the condition of the reef, air, and water quality and natural areas.	Collect data from Reef Relief, Tree Commission, NOAA, Exotics Taskforce, Nature Conservancy, US Fish & Wildlife, Save A Turtle coordinate in appropriate City department and report annually. \$1000
		Conduct an environmental scan to provide a baseline for future environmental audits		City Sustainability Coordinator, Alison Higgins, annual report to the City. \$1000

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Goal #1. Cont.		3. Develop and implement, in collaboration with special interest groups (MCEEAC, Teacher training, Reef Relief, Sanctuary, Clean. Fl. Keys, Sea Camp, Last Stand) and the Monroe County School District, a comprehensive education plan for residents and visitors which focuses on protecting and enhancing the environment,	1. Actions taken 2. Classes given 3. Collaborator list	1. Prioritize the actions 2. Identify message with partners 3. Design rollout <ul style="list-style-type: none"> • Educational signage \$100,000 • Green Trail \$10,000 • Eco Discovery Ctr. Signage \$1,000 • Website/smart phone \$1,000 • Bumper stickers for City vehicles \$2,500 4. Quantify & Count.

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Goal #1. Cont.		4. Implement the guidelines outlined in the Climate Action Plan in each City department, using the recommended checklist process. Post signed checklist annually on City web site.	1. Annual Dept. Goals/Budgets 2. Progress on Goals 3. Green House Gases decreased.	<p>Planning Department update and report on status of Climate Action plan annually.</p> <p>Incorporate appropriate revenue-sharing of savings.</p> <p>Add CAP implementation into Department heads annual review.</p> <p>\$100,000/year amongst Depts' budgets toward CAP projects.</p>
		5.Place re-cycling receptacles throughout the City.	Ratio of trash cans to re-cycling cans.	<p>Use solid waste study results to request RFPs and negotiate new contract with vendor(s) to include this service. (Jay Gewin, City Engineering</p> <p>Re-cycling near all City trash cans \$50,000</p>

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Goal #2 The City's built environment reflects and supports Key West values, architectural history, and mixed uses	1. Strict adherence to HARC guidelines, land development regulations and the Comprehensive Plan.	Annual review of approvals which fall outside HARC guidelines, land development regulations and the Comprehensive Plan		Planning Department review HARC decisions and report to City Manager . (funded)
	2. Establish a level of design excellence for the entire City	City Planning office, Urban Design Plan as part of Comp. Plan. 2.	Green certifications earned. Green Architects using green practices Green Builders Green Realtors	Planning Dept. adopt green design programs 2. Adopt Four County Sea Level Rise Planning horizon.

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	3. Improve Streetscapes	<p>Enforce littering laws</p> <p>Educate and encourage homeowners to clean fro their house to the curb</p>	<p>Cleaner sidewalks and streets</p> <p>Well-maintained planted areas in new sidewalk bulb-outs.</p>	<p>Police enforce littering laws</p> <p>Code Compliance</p> <p>Partner with and educate home, business owners .</p> <p>Identify and name “most-littered” areas.</p> <p>Bicycle police can verbally engage people on the issues.</p> <p>(no extra cost)</p> <p>coordinate with existing clean up groups \$1000.</p>
Goal # 3 Conservation and responsible consumption and disposal of all natural and manmade resources	Five percent increase in re-cycling per year	<p>Adopt mandatory re-cycling for residents, businesses and non-profits.</p> <p>Enforcement with applicable fees</p>	<p>Re-cycling rate and increased number of business accounts.</p>	<p>Staff recommend to Commissioners changes to current ordinances to include these goals. Use Kessler Group study to update City policy.</p> <p>Build in to new solid waste contract.</p> <p>Staff/SAB recommend to Commissioners to current ordnances and to Comp plan</p>

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Goal 3 cont.		Implementation of the Vision and Mission of the Key West Clean and Green Committee	Annual goals set And progress on those goals.		<p>Coordinate City staff with Clean and Green Committee.</p> <p>Partner with providers to monitor, and implement a citizens' reporting mechanism. \$1000</p>

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Goal #4 City leads by example utilizing sustainable practices in City operations	Departmental action plans outlining green practices	<ol style="list-style-type: none"> Each City department keeps a record of efforts to go green Educate department heads on: Green Purchasing” Establish annual goals and develop an action plan for reduction in use of fossil fuels by City’s fleet Construct, renovate, City facilities to LEED or similar standards Establish a green house gas emissions target and monitor and report on it annually 	<ol style="list-style-type: none"> Annual Goals Annual Report Greenhouse gases down. Money saved Green policies 	Coordinate initiatives with Department heads under organization of City Manager(s). \$1000 Incorporate appropriate revenue-sharing of savings. Add CAP implementation into Department heads annual review. \$100,000/year amongst Depts’ budgets toward CAP projects.

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Goal #4 cont.		Report on it annually		City Managers report.

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Goal #5 Partnership with community groups to address environmental issues, and increased public education about environmental concerns	A community-wide environmental agenda. (same as 1.3)	Collaboration with State, County, and community partners to develop a community-wide environmental Action Plan including goals and timetables.	1. Number of partners 2. Action plan 3. Annual goals 4. Progress on goals	1. Prioritize actions 2. Identify roles 3. Design program 4. Report regularly and update \$10000
Goal # 6 Key West is seen as a viable destination for “Environmental Tourism”.	Expand the brand Key West to include promoting the environmental aspects of the island.	Promote “environmental tourism” through the promotion of environmental events and festivals.	1. Rise in Green marketing 2. Rise in Green visitors 3. Rise in Green business ventures.	1. Coordinate with tourism industry and TDC. 2. Green business Incentives \$5000 Green behavior changes study for tourists. \$50,000.

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