

Sustainability Success Academy

Applicant: Green Living & Energy Education, Inc
PO Box 522469, Marathon Shores, FL 33052

Contact: Alison Higgins, Executive Director
Alison@keysglee.com 305-923-1783

Request Amount: \$ 49,500

Match Amount: \$ 70,814

Total Project Cost: \$ 120,314

Length of Project: 1 Year

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Case Statement

As we learned with the GLEE's Green Business Certification, there is a great interest in going green, but a lot of confusion as to what steps to take first. Many well educated folks have reported becoming paralyzed by choices and just wanting some hand-holding to get them started. Although GLEE has many willing volunteers, we have very few that have the breadth and depth of knowledge to handle the wide variety of opportunities to help our local residents and businesses. We need a higher level of "Green Team" volunteers who are able to actively help people prioritize steps they can take in their homes and businesses.

GLEE's Sustainability Success Academy will incorporate real world training and professional tools into a hands-on leadership class to truly help our community co-exist with our fragile island ecosystems. It will also invest in the professional skills of our newly hired Sustainability Coordinators in local government who are our chief collaborators in this grant.

The overall goals of the project are to:

- Catalyze collaborative partnerships between newly hired Sustainability Coordinators in local government.
- Create Sustainability Success Academy program and graduate 30 Green Team volunteers (two classes of 15).
- Create "lending library" of technology tools that participants can use to assess needs.
- Create Green Team-led mini courses tailored to residents, businesses and organizations.
- Create and document showcase example of green makeover in a well visited local building.
- Decrease operational costs across community through savings in water, energy, solid waste and transportation.
- Document and share community green changes and greenhouse gas reduction goals.

Partners

GLEE is especially excited about this project because it addresses the core needs of all three of GLEE's audiences (individuals, businesses and policymakers) in an easily self-sustaining, collaborative program.

GLEE intends to continue its legacy of designing and leading progressive "carrot" programs that foster and leverage collaborations with both the public and private sectors within Florida Keys. Our partners in this endeavor include the City of Key West, Monroe County, University of Florida Extension Service, the Community Foundation of the Florida Keys, South Florida Workforce, Key West Association of Realtors, and the local chapter of the US Green Building Council.

Investing in local training greatly increases capacity and long term ability to meet our mission. We at GLEE feel confident that our program (once designed and piloted) can be implemented on a broader scale for the benefit of other communities across the state and nation.

Based on Proven Programs

Most people have heard of the long-running, successful Master Gardener program, led by University/County Extension Agents nationwide. The agents extend their outreach by investing their time in teaching a team of students a wide range of detailed information over the course of several weeks. Upon completion of the 60 hour course, the newly minted Master Gardener team then gives back to the agent and the community by volunteering to share the new knowledge they have for at least 35-75 hours per year. The students are chosen for their "sincere desire to help others, an aspiration to learn, and a personal commitment to volunteer service". Our own Monroe County Master Gardener program has 65 currently active, well-versed volunteers available to help the community with their landscaping and gardening questions.

The Sustainability Solution

Our teaching team would consist of newly hired Sustainability Coordinators from the City of Key West, Monroe County, and UF/IFAS Extension Service. Through guest speakers, field visits, tools training and personal home homework, the Sustainability Success Academy would explore the four main themes of sustainability (Energy, Water, Solid Waste (Reduce, Reuse, Recycle & Rot), and Transportation) from an environmental and financial and human health perspectives. The information and discussions during class would help them learn, and sharing their home homework (surveying own utility bills and consumption) will give them practical, field experience. There will be two concurrent classes, one in Key West and one in unincorporated Monroe County.

As reported by energy audit professionals, some of the highest priority energy issues are hidden holes and leaks, which can only be found with specialized equipment. Tool training is an important element of the Academy, giving the students hands on experience with these professional level energy audit tools such as blower doors and infrared readers. These tools will help students pin point the biggest energy losses in a building, and go far beyond the free energy audits provided by our local utility. These tools will become part of a lending library available for our graduating Green Team to use while volunteering.

After training, the Green Team would teach our “community pupils” through mini-classes on the sustainability themes, as well as make individual house calls to residents, nonprofits, or businesses in the community. The Green Team would also help coordinate the next years Sustainability Success Academy and act as mentors to the new students.

Education for Action

Besides the four sustainability themes, the Sustainability Success Academy will devote one class to Community Based Social Marketing. It’s been proven again and again that just providing good information is not enough to actually engender behavior changes. Case studies in the field of Community Based Social Marketing (see www.toolsofchange.org) are highlighting the other important techniques that need to accompany education, including community norms, commitment, prompts and incentives. GLEE’s Sustainability Success Academy will not only incorporate these best management practices for behavior change in the Academy course itself, but also in all subsequent outreach our Green Team delivers to its community pupils.

Building Capacity

Besides investing in our local volunteers, GLEE places a high priority on assisting our local governments to build their internal capacity as certified energy managers. A professional energy audit for a government building costs at least \$10,000-\$25,000 per building. For the cost of \$10,000 total, we can send all three local government sustainability staff to a certified energy auditor course, which is the first step towards accreditation. GLEE sees this as a critical step towards long term success in reducing greenhouse gas emissions.

Local Showcases

GLEE recognizes the importance of showcasing local successes to inspire others into action. We also recognize the high leverage in making that showcase a local government building, frequented by the community and the community’s leaders. The grant budget includes seed money to start some energy efficiency projects at both County and City offices. Savings realized from these projects will be invested back into the next local government sustainability project.

Green Jobs

As in Master Gardeners, some of our students will be retirees who want to volunteer because they care for the environment. We also foresee that some of our students will be budding professionals, looking to gain skills in this growing green jobs market. We feel that having a Sustainability Success Academy certificate of completion will become a valuable commodity and further help spread the environmental reach of this program.

Program Evaluation

Success will be measured by an annual report on:

- Increase in Sustainability Success Academy Green Team members and their volunteer hours.
- Increase in knowledge of Green Team members as based on pre and post tests.
- Increase in sustainability actions of Green Team members and their community pupils
- Decrease in utility costs of Green Team members and community pupils
- Decrease in greenhouse gas emissions of Green Team members and community pupils
- Increase in visibility of actions and results of Green Team members and community pupils through all media outlets.

Budget

The bulk of the funds needed for the program are for start-up efforts only. The amount of income and effort needed to maintain the project will drop sharply after the pilot year and will be sustained through Green Team volunteer efforts and GLEE oversight.

	FUNDS REQUESTED	GLEE MATCH	City of Key West	Monroe County (includes UF)	TOTALS
Personnel			\$10,000	\$15,000	\$25,000
Volunteer Hours		\$24,564			\$24,564
Meeting Space				\$ 600	\$ 600
Outreach		\$ 3,000	\$ 3,000	\$ 6,000	\$12,000
Certified Energy Auditor Training	\$10,000				\$10,000
Lending Library	\$15,000				\$15,000
Energy Efficiency Project	\$15,000				\$15,000
Course Materials	\$ 5,000	\$2,250		\$2,000	\$9,250
Indirect (10%)	\$ 4,500				\$4,500
TOTALS	\$49,500	\$29,814	\$13,000	\$23,600	\$115,914

Budget Narrative:

- *Personnel:* The following entities will provide of their staff time to help coordinate, teach, attend auditing classes and oversee volunteer projects and lending library: City of Key West (Sustainability Coordinator, 0.2857 FTE), Monroe County (Sustainability Coordinator, 5% FTE), UF/IFAS Extension Service (Consumer and Family Services Agent, 15% FTE).
- *Volunteer Hours:* GLEE will be an active collaborator and the reporting agent for this grant. As we no longer have staff, this volunteer time is estimated to be 100 hours at \$21/36/hour. GLEE will also track the volunteer time of the participants, estimated to be 35 hours annually for all 30 Green Team members at \$21.36 per hour.
- *Meeting Space:* Monroe County will provide class space for the Key West and Middle Keys Academies. This is valued at \$25 per meeting per building for six classes.
- *Outreach:* All partners have extensive outreach venues, valued at \$3,000 of free advertising per year.
- *Certified Energy Auditor Training:* Grantor will provide funds to send the three teachers to a Certified Energy Auditor training. This amount covers travel, books, course and test.
- *Lending Library:* Grantor will fund purchase of two sets of professional energy audit equipment, including blower door system, duct blaster system, pressure pans, smoke puffers, infrared cameras, software and mobile data devices, lead paint kits, carbon monoxide and mold detectors.
- *Energy Efficiency Project:* Grantor will fund priority energy efficiency projects in two well visited buildings.
- *Course Materials:* Grantor, GLEE and UF/IFAS will provide funds for educational materials for the teachers, Green Team members, and community.

GLEE Board of Directors

- Steve Grasley, Board Chair steven@solariadesign.com
- Bridget McDonald, Vice Chair kwbridget@ymail.com
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- Laura Lancaster, Director laural@baptisthealth.net

Principal Staff:

- Alison Higgins, GLEE Executive Director Alison@keysGLEE.org C:305-923-1783

Other Principal Partners:

- Doug Gregory, Director of UF/Monroe County Extension Services
- Rhonda Haag, Sustainability Coordinator, Monroe County
- Don Craig, Planning Director, City of Key West,
- Dianna Sutton, Executive Director, Community Foundation Florida Keys
- Greg Hopkins, Career Advisor, South Florida Workforce
- Michael Larson, President Elect, Key West Association of Realtors
- Nicole Malo, Director, US Green Building Council, Florida Key Chapter

Audited Financial Statements

As per our accountants advice, GLEE has never made enough money to warrant an audit.

If the directors at The Elizabeth Ordway Dunn Foundation wish us to have one as a condition of being awarded the grant, we will gladly do so.