

ORLANDO DESTINATION SUSTAINABILITY REPORT 2013



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EXECUTIVE SUMMARY

This report describes the collective journey Central Florida has embarked upon to become a leading sustainable destination. This report was commissioned by Green Destination Orlando (GDO), which began in January 2010 as a local initiative undertaken by businesses to support the region. The group's task was to determine how to move the local hospitality community toward a more sustainable future. The result was a multi-stakeholder, collaborative working group with a shared vision for sustainable building facilities and operations; an organization that synergized the region's collective efforts to advance the overall sustainability of Orlando as a destination.

This report, commissioned by GDO, was created to increase the awareness of GDO as an organization, Central Florida's commitment to being a sustainable tourism destination, and Orlando's unique sustainability programs. Furthermore, this report can also serve as a reference document for other ongoing sustainability discussions among local stakeholders.

The Orlando Destination Sustainability Report was chosen as a pillar project by GDO for the following purposes:

1. Provide a model of best practice – explain the unique nature of GDO as an innovative approach for destinations seeking to offer sustainability for the visitor, showcasing the work it has done in bringing a collective group of sustainability focused stakeholders from diverse backgrounds throughout Central Florida (business, government, non-profit organizations, community).

2. Tell the unique story of Orlando – communicate the collective efforts of the local hospitality community to improve the destination's perception as progressive and sustainable, while embracing the distinct nature of the destination's tourism infrastructure, built and natural environment and how that effects and enhances the community that lives here.

3. Deliver an innovative destination sustainability report – focus on useful initiatives, programs, and performance metrics that can be accessed by a large breadth of stakeholders and improved upon year after year.

The vision of Orlando as a sustainable destination is that visitors will have a total “sustainable experience.” This means that from the moment a visitor steps off the plane, is transported to the hotel, experiences the destination's activities (may it be a conference or amusement park), all the way through departure, sustainability will be embedded in that experience holistically. It truly takes the collaborative effort of many different organizations and entities to make this envisioned sustainable experience a reality.

This vision of a sustainable experience is ambitious, and rests upon some significant questions:

- How do we define a sustainable experience?
- What are the commonly accepted criteria and best practices for sustainable destinations?
- How do we measure our performance?
- What information is relevant to readers to help support the claims and provide context?
- How does Central Florida stack up as a sustainable destination for both visitors and inhabitants?

To answer some of these questions, a three-part approach was taken:

- 1.** Identifying standardized criteria, indicators of performance or impact, and best practices from established frameworks in sustainable destinations and cities;
- 2.** Working with the Rosen College of Hospitality Management at the University of Central Florida to

convene focus groups to define the key issues and indicators to include; and

3. Interviewing leading sustainable event managers in the US to understand what is most essential to them in producing sustainable events.

Through this work, the “sustainable experience” was further defined and divided into the following key parts of visitor flow, which make up the main sections of this report and structure the quantifiable results presented:

The challenges in creating this report were just as great as the opportunities. Orlando is not known as a particularly green destination. The destination’s history and visitor experience is rooted in human-made attractions; urban sprawl; consumerism with outlet mall shopping; and exaggerated scales of building and construction for hotels, resorts, attractions, and conventions. In terms of sustainable development, we are seeing a fundamental shift in our society with the concepts of sustainability originating as niche and esoteric to being mainstream and ubiquitous in everyday discussion, thinking, and planning which is precisely where Central Florida’s unique traits culminate into a laboratory for building a green destination.

In the same way Central Florida emerged in the last half century, Orlando collectively has the ability as a destination to change course and re-invent itself. By leveraging innovative technology, embracing a community accustomed to adaptation, raising the awareness of millions of visitors from all over the globe, Orlando can become a unique destination that exemplifies sustainability in its own way. This is the meaning, purpose, and potential of Green Destination Orlando, the community within Central Florida working collectively to catalyze these efforts. This report hopes to tell a credible story of how this re-invention is unfolding as well as provide a foundation to report on future efforts and achievements.

For 2014 and beyond, GDO, the City, and the county have wide-scale sustainability initiatives in place to keep the region moving forward in the right direction.

Planning: Enabling visitors to plan a sustainable experience while building awareness of sustainability within the destination, while balancing the needs of residents and visitors. How the destination identifies environmental risks and what system is in place to address them. Climate action plan goals and future development plans for more sustainable operating practices and infrastructure.

Arrival: Managing the impacts and scale of arrivals to Orlando and first impressions. Understanding how many visitors arrive to the destination and through what channels. Determining the feel of the City through metrics like urban tree canopy coverage and % of green space within the destination.

Transportation: Transitioning infrastructure to facilitate alternative transportation, away from urban sprawl. Changing behaviors to encourage alternative transport and building a critical mass of business to support the alternative transportation options. Focusing on the walkability of neighborhoods and the convention center district.

Accommodation: Embedding a consistent green lodging experience across all hotel brands. Facilitating top sustainability certifications amid high occupancy environments and addressing the scale of the environmental footprint in the lodging supply.

Daily Activities/Operations: Ensuring a sustainable experience is had across all types of activities. Changing visitor perceptions about what is considered a sustainable experience. Calling out the green practices in places such as theme parks and the Orange County Convention Center as well as the work behind the scenes at the City and county level on impacts of waste, water and energy management.

Departure and Return: Confirming visitors have perceived the total green experience throughout their travels within Central Florida. Effectively monitoring visitor satisfaction of their sustainable experience. Building awareness of future green initiatives that can be utilized upon traveler’s return to the region.

Initiatives include a green meetings program to support events and conferences in Orlando, a toolkit to assist the local hospitality community in improving their sustainability performance and enhanced transportation infrastructure to make public transport from the airport to downtown more accessible. These are just a few of the many programs this community is actively following in the pursuit to hold the title of greenest destination in the South Eastern United States. This report aims to be an ongoing exercise to tell the story of Orlando's sustainability journey each year and demonstrate progress toward its goals.



WELCOME TO DESTINATION ORLANDO

To the reader:

It is my pleasure to present our first ever Orlando Destination Sustainability Report. As the President of Green Destination Orlando, I am honored to represent hundreds of volunteers and businesses that are working every day to improve the long-term sustainability of our area both for residents and visitors alike. This report; however, is focused on the visitor's experience, whether for business, convention or vacation. Orlando is on a journey and this report will be our benchmark to track and chronicle our progress and performance.

The story begins in 2009, when we were unable to host the U.S. Green Building Council's Greenbuild conference in Orlando. Key to their rationale: we just weren't green enough. The Greenbuild loss was a wake-up call for our community; however, bringing three important conclusions. First, despite our efforts, as a destination we needed to improve our green programs throughout the visitor experience. Second, the dozens, even hundreds, of green initiatives occurring throughout the destination were missing a collective voice to tell the story coherently, and a collective resource to combine efforts. And finally, since Orlando is known as a sprawling, mass-tourist destination anchored by human-made attractions, we have the challenge of leveraging our strengths, including our beautiful natural parks, natural springs and diverse wildlife, to create a unique and expanded perception of our region as sustainable in our own way.

These challenges seemed daunting while at the same time more profound, with emerging research showing that travelers do increasingly care about sustainable destinations. Many tradeshow and conferences specifically seek to hold events in green cities. We had to act to shift the tide. Not only because we cared, but also because we wanted to stay competitive as a destination.

The discussions that ensued eventually led to the founding of Green Destination Orlando. We believe that Orlando has a green story to tell, for both the visitor and the community. More importantly, we believe that through our efforts we've established a structure to catalyze sustainability throughout our destination. Finally, we have achieved an innovative destination model that brings together the green folks from so many key areas as its base, so that we may tell our story, our challenges, our opportunities, and our ideas among like-minded stakeholders.

So much has been happening in Central Florida, prior to 2009 and especially since then, to turn Orlando into one of the world's leading sustainable destinations of the future. GDO had its beginning as a committee within the U.S. Green Building Council Central Florida Chapter (USGBC-CF), a group of dedicated individuals who donated thousands of combined hours to develop the program and a comprehensive green building and operations checklist (see Appendix B) that would help hospitality businesses get started on their sustainability path or improve their performance. It needed to be flexible enough for starters and leaders alike. It took almost a year to develop the program and gain consensus among all the stakeholders; the business community, local government, and supporting associations. The GDO participants have accomplished many things over the last four years, a few of the examples are: reducing energy consumption by 5%, increasing waste diversion by 15%, engaging in volunteer projects increasing engagement and communication through community outreach events, including the development of a butterfly garden and Earth Day celebrations. GDO also contributed to Earth

Hour on 3-23-13 at exactly 8:00 PM when the participating buildings turned off their non-essential light for one hour along with millions of others around the world, to show our support for environmental action. Participants engaged their customers in the fun with glow sticks, candlelit dinners, and dark yoga outdoors. This was a great example of how hospitality business can educate about sustainability while entertaining their customers at the same time.

We believe that Orlando has a unique opportunity and responsibility as the largest tourism destination in the U.S. With over 57.2 million visitors annually, we can be a model of a prosperous sustainable community, as well as incubate new ideas and programs that other destinations can adopt. Orlando's size, scale, layout, and critical mass of tourism businesses enables it to be a pilot center for green initiatives. For example:

1. Clean the World, now a global non-profit, has its roots and received its start here in Orlando.
2. Orlando was chosen as the destination by the Electrification Coalition to pilot the scaling of electric vehicle infrastructure with the Drive Electric Orlando program.
3. Green Destination Orlando itself is the first community-based program that convenes sustainability professionals destination-wide to focus on providing visitors a sustainable experience. GDO provides a framework for the hospitality industry in Orlando to coalesce around a single purpose to ensure that Orlando remains a great place to visit. Providing for the needs of visitors today without compromising the area's environmental security for generations to come.

I would like to give a special thank you to all the community participants and partners in Orlando that have volunteered their time, expertise and energy. The University of Central Florida Rosen College of Hospitality Management was a driving force in identifying key performance indicators for measurement purposes. In particular, professors Dr. Youcheng Wang, Dr. Jill Fjelstul, and Dr. Alan Fyall, along with graduate student Roberta Atzori at Rosen College, were instrumental in guiding the process to ensure clear and validated measurements were utilized.

In addition to the Rosen College participation, I would like to thank Visit Orlando, The Central Florida Hotel Lodging Association and the USGBC Central Florida Chapter; who have all been instrumental in the success of GDO. USGBC Central Florida chapter was the place that GDO was born (through the Hospitality Advocacy Committee) and the organization would not exist if it weren't for the efforts and financial support of the chapter and the board of directors. There were numerous people that have contributed to the success of GDO and this report specifically. Appendix A provides a complete list of the GDO participants and the volunteers who have dedicated their personal time and knowledge to the success of GDO. In particular, I would like to thank Jeff Benavides, Abby Gulden, Jane Gregory, DeeDee Baggitt, Brittany Dytrch, Alexa Stone, Jeff Daniels, Daryl Brantley, Stephen Alianiello, Carrie Miller, Lisa Percy, Jarett Phillips, Samuel Graham, Brian Martin, Jan Addison, Marshal Kelberman, Mike Jueds, Katherine Manfredi, Danielle Adams, Steven Pollock, Dennis Askins, Jon Ippel and Jeff Reine. As well as, the original Hospitality Advocacy Committee members; Jeff Benavides, Brittany Dytrych, Brian Hunter, Brian Martin, Michael Smith, Lisa Snead, Alexa Stone, Scott Tess, Samuel Graham, Jarett Phillips, Mark Thomason and Christina Webb. All of you have made the success of GDO a reality; each person has contributed greatly and is the best of what Orlando is as a community

Looking ahead, GDO will continue the engagement with hospitality businesses in Orlando to help improve their individual sustainability performance. We are also adding a consumer facing communication effort to get the



word out about how great and green Orlando is, and help visitors to plan an entire green experience from the moment they arrive to all the places they visit. The future is bright and sunny in Orlando and we hope that you keep an eye on us.

Sincerely,

Dina Belon-Sayre
President, Green Destination Orlando



THE ORLANDO DESTINATION SUSTAINABILITY REPORT

This report was commissioned by Green Destination Orlando to tell the story of Central Florida's efforts to become a sustainable destination. Orlando is the largest tourism destination in the United States and we have the immense opportunity to build awareness of the importance of being green to over 59 million visitors every year. Already, many who visit Central Florida are conscious of the impacts of their travel. Additionally, we have seen an increase in travelers who are actively seeking green as part of

infrastructure, built and natural environment and how that effects and enhances the community that lives here.

3. Deliver an innovative destination sustainability report – focus on useful initiatives, programs, and performance metrics that can be accessed by a large breadth of stakeholders and built upon year after year.

To develop this report, we convened members of GDO to discuss the project on several different occasions. We engaged a consultancy to help us manage the project, develop the report, and track the data. We collaborated with the Rosen College of Hospitality Management at the University of Central Florida to conduct internal stakeholder engagement exercises with a series of focus groups to determine the key topics and performance indicators that a report of this type should encompass. We interviewed a handful of key large Citywide event organizers to ask them what attributes they look for in a green destination and obtain their views on Orlando’s current strengths and weaknesses in being perceived as a green destination. Most importantly, we had a lot of discussion among the community and GDO members. We all discussed the report: the City, the airport, the hotels, the attractions, the suppliers, the convention center, and the community (see Appendix A for a list of the key entities involved). We got people talking about sustainability at a destination level, and brought forth a really interesting conversation around town about what and how Orlando on a whole is doing to become a green destination. To sum it up, we drummed up the feeling that *this is something kind of cool*.⁰³

Our intention is to use this report to generate awareness of Central Florida’s efforts and build momentum among area businesses, the community, and visitors. We recognize that while many talk about their environmental initiatives, experienced green travelers and planners tend to be “green skeptics” when businesses or destinations fail to “walk the walk.” This report seeks to provide a backbone for the credibility of Orlando’s green messaging with measureable practices and transparent reporting.

This report also attempts to address the need for a collective reporting structure for large corporate travel buyers and Citywide events. GDO aims to provide a single source for these organizations’ needs both as an information source and a driver of sustainable action in our hospitality community. Therefore, we will use this report to increase awareness of both Orlando’s sustainability programs and Green Destination Orlando as an organization. Furthermore, this report can also serve as a reference document for other ongoing sustainability discussions among local stakeholders.

We have a goal of publishing an updated report every year, and using the gaps found in the focus groups to improve our data collection, transparency, and actual programs development.

⁰¹ www.usa.com/orland-fl-population-and-races.htm#PlaceofBirthandCitizenship

⁰² www.usa.com/orland-fl-population-and-races.htm#PlaceofBirthandCitizenship

⁰³ Dina Belon-Sayre, 2013

THE GDO STORY

GDO started within the Central Florida chapter of the U.S. Green Building Council. In January 2010 we began the work to determine what the chapter's Hospitality Advocacy Committee could do to help move our hospitality community toward a more sustainable future.

While doing so, we performed our due diligence on existing sustainability hospitality programs throughout the country and also reached out for guidance from other industry experts such as Florida Green Lodging, Green Meeting Industry Council (GMIC), I-Drive Chamber of Commerce, Rosen College of Hospitality Management, and Visit Orlando.

Our discourse with these experts provided the confidence we needed to undergo a rigorous process of creating an entirely new technical program that would represent both the existing sustainability programs, but also push Central Florida's hospitality industry to a more rigorous level of environmental practices.

OBJECTIVES

GDO serves as Orlando's forum for collaborating, inspiring sustainability, learning, and problem solving. We have set ambitious goals to solidify this positioning:

1. Establish Orlando as a nationally recognized green destination to planners, business travelers, vacationers, and industries.
2. Demonstrate true leadership with a bold program that consumers recognize as trustworthy.
3. Maintain GDO as a community-based program that emphasizes a collaborative effort.
4. Facilitate notable recognition for properties demonstrating commitment and verifiable results.
5. Prove that sustainable choices result in prosperous outcomes for industries providing green travel, tourism, and hospitality services in Orlando

A tremendous number of hours were provided by experts and organizations throughout the first three years to develop a program and designation structure specifically for building facilities and operations. Once the plan and checklists were complete, we proceeded with a one-year pilot phase. Pilot participating properties were: The Hyatt Regency Orlando, The Hilton Orlando, Rosen Shingle Creek, the Orange County Convention Center (OCCC), Universal Studios, and Pointe Orlando. We focused in the Convention District area because the meeting and convention industry had demonstrated the highest demand for sustainable initiatives. Since the end of the pilot program, membership has expanded to over 30 participating facilities.

This program was developed through a consensus process with many stakeholders in the community with the U.S. Green Building Council Central Florida Chapter and Visit Orlando guiding the process. Here are the core stakeholders that were involved: City of Orlando, Orange County Government, Central Florida Energy Efficiency Alliance, Florida Green, Central Florida Hotel Lodging Assoc., International Drive Master Transit and Improvement, Green Meeting Industry Council, Meeting Professionals International, US Green Chamber of Commerce, along with many technical experts throughout the community who volunteered their time to develop the program and the rigorous checklist. A list of key members can be found in Appendix A.

CONVENE

our members and the sustainability community

DEVELOP

and roll-out our own internal initiatives

SUPPORT

and catalyze related initiatives and programs within our City

MEASURE AND REPORT

on our progress

DISCLAIMER FOR ALL GDO MEETINGS

“GDO is not a networking organization but a program (initiative) with many stakeholders including all of the participants, partners, and Ambassadors, all working together toward a more sustainable community for the Orlando area destination. Please do not use this forum to sell your organization or products.”

Beyond a technical program, the discussions eventually brought upon the realization that no matter how much our hotels strive to be green and work toward achieving LEED certification, the hotels only represented a fraction of the visitor experience. Meanwhile, several concurrent initiatives and milestones were achieved within and around Orlando. The City of Orlando began rolling out its Green Works Orlando program. The Orange County Convention Center created a full-time sustainability coordinator staff position and began working toward achieving LEED-EB certification. And many new programs were launched to address the key impact and challenge of Orlando’s transportation infrastructure. We determined what we needed was a total sustainability experience: a complete loop beginning from the moment a visitor steps off the plane in Orlando, to the transportation to their hotel, to their stay at local lodging, to their daily activities (be it a conference or family vacation), and all the way back to the airport.

This was definitely a shared realization that stemmed from the strong personal passion of our volunteers. Through discussing sustainability challenges, an open culture of information sharing without adversity emerged. We were very collaborative rather than competitive, not just among hotels but also from vendors that began participating. We began to really see the value in the groups’ ability to have three vendors for the same type of product working to figure out the best way to address an issue on a project, and in the end everyone walks away with a better understanding.

Organizational Model

Since the inception of the GDO program in 2010 all the efforts have been 100% volunteer. Minor funding that was required during the development, pilot, and first years was provided by the U.S. Green Building Council Central Florida Chapter and many in-kind contributions from our participants. We are currently in the process of forming GDO as a formal non-profit 501(c)(3) to give us the ability to grow and provide more services and communications to visitors.

As a non-profit, GDO has a governing Board of Directors responsible for developing goals, decision making, and execution. In addition, there is an advisory council of prominent stakeholders in the community that provide additional outside guidance. Underneath the Board of Directors structure there are committees of volunteers that really make everything for GDO happen. Despite combining entities from the public sector, private enterprise, and non-governmental organizations, GDO does not have political membership or affiliation. Any organization can join GDO. The principal governing rule is to keep the integrity of the member relationships, where vendors recognize that GDO is a forum to contribute and not a direct sales and marketing channel.

THE VISITOR EXPERIENCE

GDO VISION

A total sustainable EXPERIENCE - from the moment a visitor arrives in Orlando, to their transportation and stay at local lodging, to their daily activities (be it a conference or family vacation), and all the way back home - a complete loop that never breaks - a total sustainable EXPERIENCE.

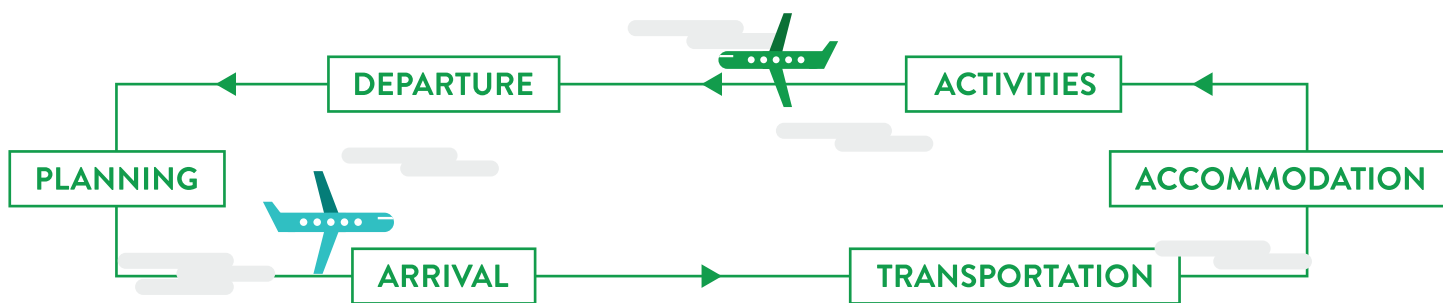
This vision is ambitious, and more importantly, rests upon some of the main questions that were brought up in our focus groups and discussions:

- How do we define a sustainable experience?
- What are the commonly accepted criteria and best practices for sustainable destinations?
- How do we measure our performance?
- What information is relevant to readers to help support the claims and provide context?
- How does Central Florida stack up as a sustainable destination for both visitors and inhabitants?

In doing so, we undertook a three-part approach. First, we pulled performance criteria, indicators of performance or impact, and best practices from established frameworks in sustainable destinations and cities, including:

- APEX/ASTM Sustainable Meeting and Event Standards for Destinations
- Global Sustainable Tourism Council (GSTC)
- UNWTO Indicators of Sustainable Development for Tourism Destinations
- Siemens Green City Index
- Examples from other tourism or citywide reports that applied the Global Reporting Initiative (GRI)

Second, we worked with the Rosen College of Hospitality Management to convene focus groups to narrow down the key issues and their related indicators, drawing upon available data already in use through existing GDO members such as the City of Orlando and the Orlando Convention and Visitors Bureau. Finally, we conducted interviews with the managers from three organizations recognized as leading sustainable event organizers: the U.S. Green Building Council's Greenbuild Conference, InfoComm's annual show, and McDonald's Worldwide Convention.



Nearly 1,000 different potential indicators and data points were identified. We further pared these down through the GDO focus group sessions and based our final reported information on availability of data and relevance to our audience. In order to tangibly monitor our progress toward the vision of a total sustainable experience across the wide range encompassed by a tourism destination, we broke out specific components of the visitor experience into general categories:

In dissecting the experience, key anchors of visitor flows become apparent where the opportunities are the greatest. For example, the Orlando International Airport and Orlando's major theme parks receive the majority of total visitors, and the convention center is the central facility to encompass the Citywide convention and event experience. Additionally, all visitors will need some form of transportation and lodging even though the experience will be spread across hundreds of hotels and dozens of transportation options.

In the sections below we discuss each component from the visitor perspective, we outline the efforts Central Florida organizations have been doing to strengthen the visitor experience and the community experience, and we report indicators of impact and performance against the chosen criteria from our research. These categories and report sections may become more segmented out as our monitoring and reporting of Central Florida's program and initiatives increase and more information becomes available. Ultimately, we recognize that this is the first attempt at such an exercise, and we welcome feedback for improving these sections in next year's report.



PLANNING



KEY ISSUES

Enabling visitors to plan a sustainable experience
Building awareness of sustainability into the general planning process
City planning for sustainable living
Increasing the destination’s competitiveness balancing visitor needs with resident needs

GDO’S VISION OF RESOURCES FOR THE GREEN TRAVELER

GDO aims to be the resource in Central Florida for green travelers, planners researching venues and vendors, and companies looking to meet green travel objectives.

The visitor experience begins before the traveler ever reaches the destination. Research has shown that a good part of the enjoyment received from travel is planning the trip itself.⁰⁴ This is also a critical point where visitors and event organizers decide whether or not to choose Central Florida as the place to visit during their trip. When planning a trip to Orlando, most people imagine family fun at amusement and theme parks. For event planners the focus is primarily on finding the right space available to hold their meetings and events. Leisure visitors of Central Florida come seeking a natural getaway with lush landscapes, amazing waterways, diverse wildlife, and of course sunshine.

Several opportunities exist to demonstrate a sustainable experience when planning a visit to Central Florida. For those planning a trip to Orlando, we can make them aware of Orlando’s efforts in general. For those interested in visiting Orlando and wanting to know what the destination is doing about sustainability, we can provide resources and criteria for them to evaluate the destination. Finally, when visitors specifically seek a more sustainable experience within their actual visit that involves natural and cultural heritage, we can highlight the activities tailored to that type of experience.

This report itself aims to be a key resource for those to understand and evaluate the sustainable experience when planning or considering a visit to Central Florida. In addition to this report, GDO is looking to develop tools for meeting planners to easily create green meetings, conferences, and events in Orlando.

⁰⁴ http://well.blogs.nytimes.com/2010/02/18/how-vacations-affect-your-happiness/?_php=true&_type=blogs&_r=0

SUSTAINABILITY RESOURCES FOR ORLANDO	DESCRIPTION
http://sustainableorlando.com	Local Orlando directory of sustainability initiatives and green business links in the Orlando and surrounding Central Florida area.
http://sustainableflorida.org	Sustainable Florida promotes sustainable best management practices for businesses through collaborative educational efforts throughout Florida.
http://sustainability.meetup.com/cities/us/fl/orlando/	Meetup is an online resource for locals getting together to do or share something based on a common interest. This link provides a resource for all the Meetups in Orlando with a focus on sustainability.
http://www.orlandomeeting.com/why-meet-in-orlando/sustainable-meetings-in-orlando/	Visit Orlando provides useful information about green attributes in the city that can help to make meetings and events held in Orlando more sustainable.
http://www.orlandomeeting.com/why-meet-in-orlando/corporate-social-responsibility-in-orlando/	Visit Orlando has provided resources for meeting planners on the opportunities to incorporate CSR elements and projects and events that give back to the local Orlando community.

Planning within Central Florida

While the visitor plans for his or her trip, cities themselves are also planning for future growth, demographic shifts, and competition to thrive as communities. Studies have shown that most Americans are interested in living in more environmentally friendly communities, but do not have the knowledge or the resources to easily do so.⁰⁵ Central Florida specifically has undertaken substantial planning with the vision of transforming itself into the most sustainable City in the Southern United States for both inhabitants and visitors.

Through the Green Works Community Action Plan the City of Orlando has created a vision to become one of the greenest cities in America by 2040. Orlando is looking to be a model city and the green capital of the Southern United States with programs that promote green business opportunities, green and efficient municipal operations, natural resource protection, environmentally friendly lifestyles, local food production, and locally owned businesses. Since 2007, the City has made significant progress in creating efficiencies in government

⁰⁵ Green Works Orlando Report 2012

operations and achieving reductions in costs, energy consumption, and associated greenhouse gas emissions. Orlando has also supported efforts to improve transit options, create green jobs, and transform into a pedestrian and bicycle friendly community. Leveraging this success, the City is now focused on fostering sustainability that will enhance quality of life, generate economic growth, and create equitable access to services for the entire Orlando community.

The Green Works Orlando plan has established goals for the year 2040 with interim targets for 2018 in seven specific focus areas⁰⁶:

FOCUS AREA	2040 GOAL	2018 TARGET
Energy/Green Buildings	<ul style="list-style-type: none"> • Reduce greenhouse gas emissions by 90% from 2007 levels. • Obtain 50% of electricity from clean, renewable sources. • Ensure 100% of new and existing buildings meet green building standards. • Reduce total electricity consumption by 20% from 2010 levels. 	<ul style="list-style-type: none"> • Reduce greenhouse gas emissions 25% from 2007 levels. • Obtain 8% of electricity from clean, renewable sources. • Ensure 100% of new buildings meet green building standards. • Reduce total electricity consumption by 5%.
Food Systems	<ul style="list-style-type: none"> • Ensure access to affordable, healthy food options (community gardens, grocery stores, or farmers markets) within 1/2 mile of every resident. • Increase local food assets (local food hubs, food production or distribution facilities, household gardens, community garden plots) by a factor of ten. 	<ul style="list-style-type: none"> • Ensure access to affordable, healthy food options within 1 mile of every resident. • Double the local food assets.
Green Economy	<ul style="list-style-type: none"> • Increase green job count by 35,000. • Reduce the dependence of the local economy on energy. 	<ul style="list-style-type: none"> • Increase green job count by 5,000. • Decrease average commercial electricity consumed per employee by 10%. • Double the number of businesses participating in a green business certification program.

⁰⁶ Green Works Orlando Report 2012, Page 52 Appendix B

FOCUS AREA	2040 GOAL	2018 TARGET
Livability	<ul style="list-style-type: none"> • Develop and enhance 25 quality walkable villages inside the City. • Ensure that 95% of residential addresses are located within 1/2 mile of a park or open space. • Increase tree canopy to 40%. • Reduce obesity and diabetes rates. 	<ul style="list-style-type: none"> • Increase the number of “completed” urban villages from one to three, and increase the number of “emerging” villages from 12 to 15. • Ensure that 85% of residential addresses are located within 1/2 mile of a park or open space. • Increase tree canopy coverage to 27%.
Solid Waste	<ul style="list-style-type: none"> • Eliminate waste going to landfills and incinerators. 	Increase solid waste tonnage diverted from landfills and incinerators to 50%.
Transportation	<ul style="list-style-type: none"> • Majority of trips made by foot, bike, carpooling, or transit. • Achieve a gold ranking for the League of American Bicyclists Bicycle Friendly communities score. • Increase miles of safe, sustainable transportation infrastructure (bike lanes/ paths, transit lines, sidewalks). • Eliminate pedestrian and bike fatalities. • Double street miles within the City that meet “complete streets” criteria. • Increase the use of electric vehicles/ alternative fuel vehicles throughout the City. • Attain a “good” rating on the Air Quality Index 365 days/year. 	<p>Reduce daily trips by single occupancy vehicles by 10%.</p> <ul style="list-style-type: none"> • Decrease pedestrian and bike crashes and fatalities by 50%. • Increase street miles within the City that meet “complete streets” criteria by 20%.
Water	<ul style="list-style-type: none"> • Reduce gross potable water consumption per capita by 20% from 2012 levels. • Increase number of lakes meeting good water quality standards (trophic state index less than 61) to 100%. • Ensure Orlando has sufficient storage for water during extreme events. • Enhance Orlando’s reputation as “The City Beautiful” by promoting sustainable landscaping practices. 	<ul style="list-style-type: none"> • Reduce gross potable water consumption per capita by 3% from 2012 levels. • Increase number of lakes meeting good water quality standard to 85%.

Recognizing that a plan on its own will not achieve the articulated vision and goals in each of the focus areas, the City identified the essential elements required for implementation. Orlando will work to create a diverse commission that represents the residential, commercial, institutional, and non-profit sectors of the City. This body of committed stakeholders could assist in providing input on program prioritization and serve as a linkage to the broader community in implementing the plan.

“Understanding advocacy efforts, long-term planning goals for the city, the number of LEED certified buildings, what sustainability projects are in place, and how a show organizer might utilize or plug into them are helpful in choosing an event destination.” - **Kate Hurst, Director Greenbuild Conference and Events, USGBC in discussing event destination selection**

One of GDO’s founding members and a member of the Board of Directors; participated on the committee that developed the Green Works Plan. In addition, Jon Ippel, the Director of Sustainability for the City of Orlando and the leader of the Green Works Plan, is an active member of GDO as well and participated in the focus groups to develop the report’s key indicators.

“I don’t know if others are truly aware of all that Orlando is doing. I have had the privilege of knowing all that the destination is doing. Keep telling your story loud and often to ensure other planners with sustainable mindsets are aware.” - **Julie Larson Project Manager, McDonald’s Corp.**

The City realizes that without awareness of these strategies, they will not be effectively implemented. Therefore, significant effort is also being made to educate and raise awareness in the broader community. With the help of the Neighborhood Relations office, the City is working to craft specific messaging about the action plan and is delivering information through the City’s website, billboards, local groups, and community centers. For these marketing efforts to be effective, people must change their behaviors.

In collaboration with the City of Orlando’s efforts, the Orange County government has also created a Sustainability Plan, known as “Our Home for Life.” Similar in nature, the plan encompasses Orlando and surrounding cities located within Orange County. The regional government sustainability plan has a mission is to make Orange County a more prosperous, healthy, and livable community for current and future generations by addressing economic, environmental, social, and cultural issues in a holistic manner.

At the start of 2012, the Orange County steering committee for sustainability identified seven focus areas for the county sustainability plan: Natural Resources; Community; Mobility; Built Environment; Arts and Culture; Education; and Civic Engagement. During 2012, subcommittees developed a baseline report for each of the seven focus areas. Together, these baseline reports have become the Sustainability Assessment for Orange County. With the direction of the Sustainability Committee appointed by the Mayor of Orange County, the group is establishing sustainability goals, identifying strategies and metrics by which to measure progress to those goals, creating an implementation plan with tasks and timelines, as well as organizing a plan for how to monitor and evaluate progress.

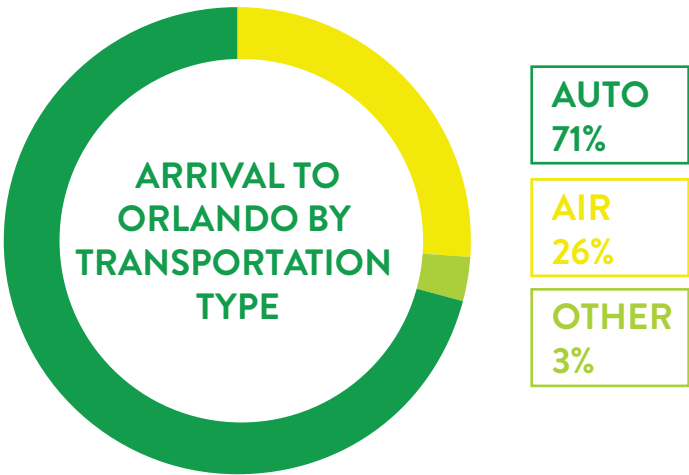
Each of the focus areas provides Orange County a way to identify how sustainable growth can take place. Addressing the importance for growth that doesn’t overwhelm natural resources and developing a built environment that can meet the needs of business and community wellbeing are clearly outlined in the plan. Additionally, the sustainability assessment has done a great deal in focusing on the social aspects for sustainable development: Emphasizing the importance of community building through arts and culture as way to attract creative industries, cultural tourists and build bridges among diverse elements of the community; education as a way to improve the quality of life for residents, including lower crime rates, better health and higher levels of civic engagement which, outlined in the plan, is vital to sustainability, because people support what they themselves create.

ARRIVAL



KEY ISSUES
Managing impacts of the scale of arrivals in Orlando International Airport
Making first impressions of a sustainable experience from arrival points
Linking systems and hubs for arriving from other destinations in Florida

In 2012, Central Florida received 57.2 million visitors, making it the second most visited destination in the United States. Thus, when a visitor arrives in Orlando, it is undoubtedly a shared experience; he or she arrives together with 150,000 other people on average. Orlando receives more visitors than all of the islands in the Caribbean combined.⁰⁷ It is from this initial impression onward that we have the challenge of creating a sustainable experience that is enabled by scale. Thus it is paramount that the visitor steps off the plane knowing he or she is arriving at a community that has taken a collaborative approach to provide visitors and residents a place to thrive economically, socially, and naturally.



The majority of those travelers arriving do so through the Orlando International Airport, which received 30.8 million domestic and 3.9 million international travelers in 2013.⁰⁸ There are almost 800 daily passenger flights in and out of Orlando International as well as over 750 commercial, cargo, and general aviation flights daily, making Orlando accessible to the entire globe.⁰⁹ The Orlando International Airport itself spans 13,297 acres (21 square miles) of land, making it the third largest landmass within the U.S. In many ways, the airport operates like a City. The same challenges in managing and measuring sustainability exist at the airport, where many airport business and logistics contracts operate independently of one another on a shared plot of land. Thus, the Orlando International Airport is the central focus point for the visitor’s initial experience.

⁰⁷ Based on UNWTO arrivals from 2013, excluding coastal countries within Caribbean

⁰⁸ CVB – Greater Orlando Aviation Authority

⁰⁹ In addition, Sanford International Airport received 1.7 million travelers.

With a vision to “celebrate environmentally sustainable decisions, strengthen local partnerships with other governments and community organizations, and to share good community relations” the Greater Orlando Airport Authority (GOAA), which manages the Orlando International Airport, has been working to improve its environmental footprint strategically and tactically. Designed for the long haul and to provide credibility and transparency to their actions, GOAA developed a comprehensive Sustainability Management Plan (SMP). The SMP has focused efforts in four main sustainability areas that will lead to reduced dependency on fossil fuels and support alternative transportation in Orlando, decrease the demand for potable water, increase the diversion rates of landfill waste and preserve the natural lands surrounding the airport. Within each of these four main areas the GOAA has identified nine specific sustainability goals with action items to support the success of their SMP, and will seek to adopt established sustainability rating systems and certifications, including LEED and ISO 14001.

GOAA SUSTAINABILITY GOALS	CURRENT ACHIEVEMENTS
<p>Reduce Solid Waste to Landfills</p> <ul style="list-style-type: none">• Increase diversion rate to 50 percent by 2018• Expand single stream recycling services to all GOAA facilities, parking areas, and garages• Expand airport recycling efforts by coordination with airport stakeholders	<p>Expanded recycling programs to include carpet, batteries, and printer cartridges</p> <p>Longstanding practice of recycling wooden pallets, scrap steel, used asphalt and concrete, and other construction materials</p> <p>Established public recycling program in the landside terminal</p> <p>Established centralized recycling program for all airport staff offices</p> <p>Established recycling programs for airline and other back-of-house areas</p>
<p>Reduce Energy Use Intensities</p> <ul style="list-style-type: none">• Reduce energy use intensities by 10% by 2018• Complete energy audits• Prioritize Energy Cost Measures and develop capital funding plans for implementation	<p>Benchmarked several of the airport’s facilities in Energy Star Portfolio Manager.</p> <p>Installed occupancy sensors in large areas that are subject to periods of low occupancy. These sensors control lighting as well as temperatures</p> <p>Replaced canopy and walkway light fixtures in the employee parking lot with high efficiency LED lights</p> <p>Upgraded approximately 75% of airfield edge lighting to LED lamps, and upgraded approximately 35% of taxiway centerline lights to LED lamps</p> <p>Replaced three base load centrifugal chillers with high efficiency machines</p>

GOAA SUSTAINABILITY GOALS

CURRENT ACHIEVEMENTS

Reduce Water Consumption

- Reduce potable water use by 10% by 2018
- Develop plans to recover condensate to reuse in cooling towers
- Study the feasibility of using storm water runoff for cooling towers, irrigation, or other uses

Replaced 90% of bathroom fixtures to low-flow devices. The remaining fixtures to be replaced in a future project

Using more efficient base load chillers for cooling, reducing the water demand at the cooling towers

Increased inspections and preventive maintenance in bathrooms to ensure prompt action is taken for any leaks

Improve Operations and Maintenance Practices

- Modify Purchasing practices and policies Develop standard policies for 100% recyclable materials delivered to the airport Incorporate green cleaning requirements to all custodial contracts

Cleaning products are required to be Green Seal certified in the main terminal contract.

HEPA vacuums are required in the terminal and all airside.

Improve Sustainable Construction, Engineering and Design Practices

- Develop and implement a construction and demolition waste plan for major renovations and new construction
- Require new and renovation projects to use LEED, AP, and Green Globe guidelines for sustainable construction practices. (Certification should be acquired whenever possible.)
- Use LEED compliant products in renovations to replace non-sustainable products

Large and small projects are separating construction waste and recycling materials reducing the amount of material going to the landfill.

The front end specification now requires designers and general contractors to use LEED recommendations in the design, construction, and commissioning of projects.

Designers and contractors are replacing components with LEED compliant materials that meet sustainable guidelines.

Develop Sustainable Concessionaire Practices

- Modify the Tenant Design Criteria to meet sustainability practices or LEED recommendations
- Minimize packaging material where applicable
Eliminate food waste to landfills
Use biodegradable tableware

Waste food grease is being recycled.

Cardboard material is being collected and recycled.

GOAA SUSTAINABILITY GOALS

CURRENT ACHIEVEMENTS

Improve Environmental Practices

- Replace asphalt and concrete surfaces designed for parking and standing with pervious surfaces during regular replacement schedules. (These pervious surfaces allow storm water to filter into the soils, avoiding runoff into the lakes.)
- Continue dredging storm water ponds
- Reduce or eliminate potentially harmful chemicals introduced into the soils
- Consider the requirement of using Clean equipment for plant care

Oil water separators, turbidity barriers and other efficient devices have been installed throughout the airport drainage system to remove pollutants from the storm water prior to their final discharge into the canals.

Longstanding practice of recovering fluorescent light bulbs for proper disposal

Replaced diesel fire pumps with electric one

Collect all unused paint, cleaners, and other potential environmental hazards for proper disposal

Required 100% reclaimed water for pressure washing/scrubbing of parking garages

Diesel fuel ground support equipment used to power and cool aircraft while parked has been replaced with electric preconditioned air conditioning and ground power units, reducing the amount of exhaust fumes.

Implemented Dark Skies program at the airport for all new or replaced lighting

The Storm Water Pollution Prevention Plan (SWPPP) requires contractors and tenants implement appropriate practices such as protection of existing draining structures, employee training, preventive maintenance spill prevention and response, housekeeping, etc., to prevent pollutants from entering the airport's drainage system.

Surface water samples are collected monthly when storm water from the airport enters the canals to measure for any pollutants

Instrumentation installed to monitor water borne nutrient levels entering/leaving the airport

Dredged 25 % of the airport's storm water ponds to design depths

GOAA SUSTAINABILITY GOALS

CURRENT ACHIEVEMENTS

Reduce Single Occupancy Commuting and Increase Alternative Transportation.

- Replace carpool vehicles with high-efficiency, hybrid, or electric vehicles
- Convert buses to compressed natural gas engines
- Increase employee participation in car-pools and public transportation
- Communicate opportunities with LYNX and SunRail
- Have airline partners replace or upgrade ground support equipment to alternative fuel or electric equipment

Consolidated Rental Car facility completed, integrating the majority of the rental car companies into the landside parking garage

Policies to restrict standing vehicles from idling.

Commercial operators are required to turn their engines off while waiting for passengers in our express parking and commercial lanes.

Constructed a cell phone waiting area in the south end of the airport for friends and families to wait for passengers to arrive, reducing the number of vehicles on the roadways

Installed nine electrical charging stations in the public parking areas

Using bio-diesel fuels in buses
Purchased five hybrid vehicles, which are for airport staff

Secured contract for the airport's first compressed natural gas service stations

Review Alternative Energy Strategies

- Consider the use of and application of solar, wind, geo-thermal, hydro-electric possibilities

Using solar power for small applications, such as traffic signal devices

Buses and other large vehicles are using biofuels.

“The spirit of community involvement, that we are all in this together is the most heartwarming thing. [Sustainability] is important to all of us [in Orlando] and it creates a very powerful force for change.” - Jeff

Daniels, Assistant Director of Maintenance Operations and lead for the SMP at GOAA

GOAA is working closely with its airline partners, the City of Orlando, and Orange County to assist in their own sustainability actions. GOAA is also taking a leadership role in sustainability management among airports by actively collaborating and planning with airline partners, waste contractors, building construction firms, and concession companies to ensure that plans laid out in their SMP will be implemented and realized to their full potential. This approach to sustainability mirrors the work GDO itself does; thus, no surprise that the GOAA dedicated “Green Team” meets regularly with groups such as the Orange County sustainability subcommittees, Green Destination Orlando (GDO) and the U.S. Green Chamber of Commerce to ensure the Sustainability Management Plan operates in collaboration with City and county-wide sustainability plans. GOAA’s sustainability lead is also working with the American Association of Airport Executives to utilize Energy Star Portfolio Manager as a common reporting scheme for water and energy use that can be tracked and compared across airports nationally.

Airport Hub and Other Forms of Arrival

With support from the Orlando Mayor and financial support from the Florida State Governor, GOAA will construct an intermodal transportation hub at the airport. The new hub will provide travelers greater access to ground transportation, such as buses and taxi services, as well as include a link with the All Aboard Florida rail line, which connects Central and South Florida by train. The construction of the transportation hub will set the foundation for future City transportation projects.

For future reports we hope to have further details on a green visitor experience for those arriving by ground transportation, such as car and rail.

TRANSPORTATION



KEY ISSUES

Transitioning away from predominant single-passenger car use powered by fossil fuels

Transitioning infrastructure to facilitate alternative transportation away from urban sprawl

Changing behaviors to encourage alternative transportation use

Increasing walkability of the OCCC area for convention attendees

Balancing walkability and eco-districts with attractiveness of spread landscape

Impacts on visitor quality from heavy passenger car traffic

Building a critical mass of business support for alternative transportation



Transportation is perhaps Orlando's greatest opportunity to shift to an experience of sustainability for both residents and visitors. Currently, 78% of Orlando residents get to work by driving, and the combined result of Orlando's mix of transportation contributes to nearly a quarter of the City's carbon footprint.¹⁰ Orlando is also the single largest rental car market in the world. Though air quality is high, traffic congestion can be a problem, despite Orlando's low population density. Orlando currently ranks 40th in Smart Growth America's Sprawl Index, just below the average for ranked U.S. metropolitan areas¹¹, and Orlando ranked 18th in the category of transportation for North America in the 2008 Siemens Green Cities Index due to the underdeveloped public transport network. Options for arriving to the convention center and downtown areas, both located 13.1 miles from Orlando International Airport, are mainly restricted to cars and shuttle vans. And though over 10,000 hotel rooms are within a 1-mile radius of the Orange County Convention Center, it ranks 11th in total rooms within a 1-mile radius and the OCCC has not been perceived as a walkable convention destination.

At the same time, Orlando's tourism appeal includes its open, sunny skies, its relaxing landscape, and the escape Orlando offers from the increasingly highly dense areas from which travelers are visiting. The current layout of the destination and its seeming juxtaposition is a formidable challenge to overcome. In order to provide a green experience, several initiatives are underway which together can provide a unique transportation mix.

The City of Orlando Green Works program has set ambitious goals for 2040 to make alternative transportation the most common method used by Orlando residents. Much of this will be enabled by SunRail commuter rail system serving Central Florida. SunRail will begin operating on May 1, 2014 with an estimated daily ridership of 4,500 and alleviate car traffic on I-4 (the main artery of transportation). Once the second phase is finished in 2016, SunRail will span across approximately 61 miles. Commuter rail will be a significant change in the daily lives of Orlando residents and help shift away from passenger cars as Orlando's primary means of transit. In addition, Florida Department of Transportation (FDOT) is currently

reviewing plans to link the new airport intermodal transportation hub with the City's SunRail transit system, which will provide service to the community and travelers with direct rail transportation to Downtown Orlando, and in the future a mono rail directly linking the airport to the Orange County Convention Center. These developments will help to address a major public transportation gap in Central Florida.



Like every major U.S. City, Orlando has a public bus system that has been around for decades. This system is being expanded with the Bus Rapid Transit (BRT) system to create regional links with the

existing BRT lines, and increase transport options within and between cities within Central Florida. The City applied for and received a \$10 million grant from the U.S. Department of Transportation to implement these changes. Orlando's planned BRT expansion, undertaken in partnership with LYNX, the Central Florida Regional Transportation Authority, will be a free bus service to Downtown Orlando, estimated to be operational beginning in 2014, operational when SunRail service begins to facilitate transit throughout the region.

In addition to SunRail and the expansion of the BRT system, transportation alternatives to driving will be enhanced by increasing bike lanes, bike-sharing and car-sharing programs, livable and walkable districts, and a downtown circulator bus, to name a few. In addition, the use of electric vehicle charging stations and conversion of bus fleet to compressed natural gas (CNG) as a fuel source will help reduce the carbon footprint of transportation.

¹⁰ Green World Orlando Community Action Plan 2013, p.37.

¹¹ Smart Growth America: The Sprawl Index, Orlando, FL. www.smartgrowthamerica.org/research/measuring-sprawl-and-its-impact/

Sunrail

Phase 1 - 2014
Phase 2 - 2016



Building Awareness for the Transportation Experience

Shifting modes of transportation requires more than infrastructure, since it involves changing people's behavior.

In action, several initiatives are helping build awareness within the community. One example is the Florida Department of Transportation's reThink program. A resource for commuter options in Central Florida, reThink provides best practices and educational seminars free to Central Florida employers, commuters, and residents highlighting the benefits of alternative modes of transportation, including their positive impact on our communities, which includes:

- Saving people money
- Reducing congestion
- Improving air quality
- Conserving natural resources

reThink has a variety of programs and services that include ride matching, employer outreach, commuter outreach, and telecommuting options:

Ride matching

- Sharing a ride by carpooling or vanpooling. reThink can connect commuters through the online, instant ridematch software. By joining the growing database of local commuters, people will be able to find a list of potential carpool matches instantly.

Employer Outreach

- Identifying worksite and employee transportation challenges
- Development of programs to reduce employee commute trips, which help reduce a company's carbon footprint, as well as saving money for both the employer and the employee
- Training of Employee Transportation Coordinators (ETCs) to implement transportation benefit programs

Commuter Outreach

- Useful information about safe cycling, walking, and how to ride the bus
- Resources and benefits for residents on riding the bus that includes bus maps, scheduling, costs savings, and a reduction in your environmental impact

Telecommuting options

- This program helps businesses assess if telecommuting makes sense in the particular work model, providing best practices and guidance documents. Also provides options for employees in helping to start that conversation and information on how to approach your boss about setting up a telecommuting option at your worksite.

The efforts in place to make alternative transportation the norm in Central Florida will form the backbone of the green experience in transportation for tourists. Specifically for the visitor experience, several unique programs also have been launched in Orlando to afford the visitor an opportunity to include transportation in the green experience.

Drive Electric Orlando

Drive Electric Orlando (www.driveelectricorlando.org) is a coordinated city program piloted first in Orlando to give convention-goers, business travelers, and family-vacationers a sustainable option for transportation on their next trip to Orlando through the rental of electric cars. The Orlando initiative is the first in the nation to exclusively target tourists. The goal is to encourage broader adoption of electric vehicles by providing visitors with what amounts to an extended test drive during their stay. Orlando is one of the world's largest rental car markets, providing it the critical mass to pilot and improve a program that can be replicated nationwide and internationally, as well as build awareness among travelers about the option to rent an electric car during their trip.

Drive Electric Orlando has been aligned with the concept of the total experience and involves support throughout the destination. The rental experience includes incentives and recognition for renting an electric car, including access to free valet parking at hotels, preferred parking spots, and ample opportunities to charge rented electric vehicles at hotels, theme parks, and restaurants. Additionally, renting an electric vehicle saves travelers on average about \$40 per trip on gas.

The initiative started in 2013 with 15 electric cars available through Enterprise Rent-A-Car, and charging stations at 26 hotels. Nissan Motor Co donated 30 fast chargers to be installed at key locations, including 480-volt chargers capable of recharging a car in 30 minutes. All three major theme parks - Disney, Universal Orlando, and SeaWorld Orlando - committed to installing recharging stations, in addition to the 300 charging stations installed by the City of Orlando within 70 miles of the City's downtown core through a federal grant program through the U.S. Department of Energy via the Electrification Coalition (www.electrificationcoalition.org) designed to boost development of electric car infrastructure. As the Electrification Coalition seeks to incentivize the adoption of electric vehicle use in key cities, Orlando has been chosen to help move electric vehicles to full scale within America.

So far booking for electric cars has been significant. However, once in person, travelers tend to be afraid of "running out of juice" and some change their minds. This reinforces the overall need to change perception and behavior around transportation systems not just for inhabitants but also for visitors.

Drive Electric Orlando held an awareness and education event at The Hyatt Regency Orlando, which was welcomed with rousing success. The Mayors of Orlando and Orange County along with the president and CEO of the Florida Hotel and Lodging Assoc. and the Director of Electric Vehicle Strategy and Infrastructure for Nissan were all in attendance.

"Launching America's first-ever, large-scale fleet of electric rental cars is more than just a way to offer our visitors something they can't experience anywhere else. It's a groundbreaking step in making sure that we are not just the world's premier vacation destination, but also the world's premier green destination."

- Mayor Teresa Jacobs, Orange County



Car Sharing

The large rental car market also enables innovative car-sharing opportunities. For example, the Central Florida Car Share Program offers Orlando area residents Hertz 24/7 hourly car rentals. Hertz 24/7 provides self-service vehicle access to cars located throughout the destination. Vehicles can be rented by the hour, day, or week, with fuel and insurance included. The program was started with 12 vehicles adhering to the City's plan to increase the availability of short-term transportation at an affordable cost, increase the use of public transit, and decrease the parking demand in neighborhoods.

Bicycle Sharing

Orlando is part of the trend across the U.S. with cities increasing bike sharing programs. SunCycle provides a network of distributed bicycles available on short-term, "as-needed" throughout the Downtown area. Eventually, service areas will cover a 2-mile radius from every commuter rail station and every Orlando main street. Other cities in Central Florida, such as Winter Park, Maitland, Altamonte Springs, Longwood, Lake Mary, and Sanford will be integrated to the system as development of nearby SunRail stations progress. Rental options are available for residents to acquire subscriptions, as well as visitors or occasional riders to opt for bikes on a per-hour or daily rental basis.

Convention Center Transportation

Though the Orange County Convention Center (OCCC) is one of the largest convention center facilities in the U.S. and the entire world, with 7 million square feet of convention space, it has fewer total hotel beds within walking distance (1 mile) than many other major U.S. cities with convention centers situated in a centralized downtown area.

The OCCC is, however, located on International Drive, which along its 8.8-mile strip has over 40,000 hotel rooms. This part of Orlando is served by I-RIDE Trolley, an exclusive bus transportation network for the International Drive Resort Area. In 2013 I-RIDE had ridership of over 2 million.

The OCCC and its partner hotels have invested in pedestrian safety and walkability with the construction of five oversight bridges connecting the OCCC to onsite accommodations. Early in 2013 construction began for the Gary Sain Memorial Bridge, a covered walking bridge, which will connect the 800-room Rosen Plaza Hotel to the Convention Center. With this latest bridge, there will be four hotels and more than 5,000 rooms within approximately a half-mile radius of the Orange County Convention Center, that are connected through elevated walking bridges, including the Hilton Orlando, the Hyatt Tegyency, and the Rosen Centre Hotel.

CENTRAL FLORIDA RIDES...THE FUTURE OF TRANSPORTATION.

The panel of experts were:

JEFF REINE, LYNX (MODERATOR)
FRANCIS FLYNN, CITY OF ORLANDO
CARLA JOHNSON, ORANGE COUNTY
SHANNON GRAVITTE, MEARS TRANSPORTATION
MARIANNE GURNEE, SUNRAIL
COURTNEY MILLER, FDOT - RETHINK
MARK THOMASON, PLUGINRECHARGE

The conversation focused on transportation in Orlando: where it is planning to go in the future? Discussions focused on how will mass transit in Orlando change with the addition of SunRail, electric charging infrastructure, commuter options, and more importantly, how we can influence the plan for green travel, tourism, and meetings, and how this fits within our goal to become the most sustainable tourism and convention destination in North America.



ACCOMMODATION



KEY ISSUES

Embedding a consistent green lodging experience across all hotels and brands in the destination

Facilitating the attainment of top sustainability certifications amid high-occupancy environments

Addressing the scale of the environmental footprint of the lodging supply

Encouraging visitors to choose recognized green hotels

Hotels, resorts, and vacation ownership units form a major component of the Orlando visitor experience, infrastructure, and landscape with over 450 hotels and 115,000 rooms. The daily operation of visitor accommodations uses a considerable amount of energy and water, and generates a significant amount of waste and carbon emissions. Orlando is the second largest hotel market in the United States, with 116,499 hotel rooms in 2013 and an average occupancy of 71%.¹² In 2012 the median energy consumption in Orlando hotels was 62.7 kWh per occupied room, generating 24.3 kg of CO₂e per occupied room.¹³ Using these figures to estimate the overall footprint of hotels, Orlando's hotel energy consumption would be approximately 1.9 million MWh per year, generating 733,634 metric tons of CO₂e. If Orlando hotels were able to cut their energy usage by 20%, the resulting energy savings would be greater than the energy used in all hotels of several US cities. The same goes for water usage and waste generation. Some hotels have received distinction, with one hotel receiving LEED certification, and two hotels having been registered in the LEED process.

Hotel accommodation provides an intimate space, dedicated entirely to the visitor, which offers the best opportunity for Orlando to provide visitors with a green experience. While many hotels anecdotally have demonstrated best practices, the larger issue for the destination is addressing the entire lodging supply to ensure widespread efficient use of resources across all hotels, so that the visitor's green experience and perception of his or her current hotel carries on while passing down International Drive, around the theme parks and attractions, and other anchor areas, knowing all the hotels in sight are green.

Several programs are in place to reach this vision specifically for hotels.

¹² <http://corporate.visitorlando.com/research-and-statistics/orlando-hotel-statistics/orlando-hotel-inventory/>

¹³ Chong, Howard C. and Eric E. Ricaurte. "Hotel Sustainability Benchmarking." Cornell Hospitality Report 14.11 (May 2014) <www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-17924.html>

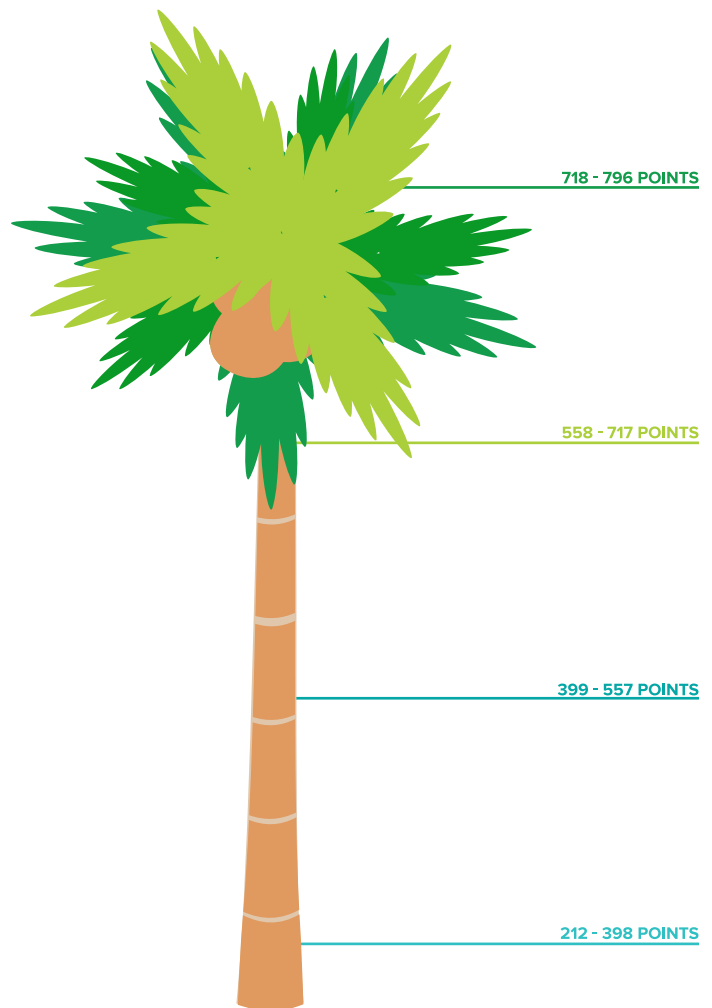
Florida Green Lodging

The Florida Green Lodging Program, a voluntary program managed by the Florida Department of Environmental Protection, was designed to recognize hotels that make a commitment to conserve and protect natural resources in five main areas:

- **Communication and Education** (Customers, Employees, Public)
- **Waste Reduction, Reuse and Recycling**
- **Water Conservation**
- **Energy Efficiency**
- **Indoor Air Quality**

The Florida Green Lodging Program is administered primarily online. To become designated, facilities must conduct a thorough property assessment and implement a specified number of environmental practices in these five areas. Applicants are free to select which criteria to implement at their facility as long as the minimum total for that section is met. Based on the hotel's attributes, practices, and performance, it may earn a distinction between 1 and 4 palms. More importantly, the program allows hotels to evaluate their operations, set goals, and take specific actions to continuously improve environmental performance. To maintain designation, properties are required to submit environmental performance data (water, waste, energy) annually. Properties must also implement at least two new environmental practices from any of the five areas of sustainable operations.

As of January 2014, 211 of Orlando's hotels (46.7%) were either registered, certified, or in the application process for the Florida Green Lodging Program. These 211 hotels, however, account for over 75% of Metro Orlando's hotel inventory, making the destination well on its way to achieving a base for the entire hotel supply to go green. We will be tracking these indicators with the goal of every hotel becoming recognized through Florida Green Lodging, and continually increasing the number of palms awarded to each hotel in constant improvement.



The "Palm" levels are as follows:

One Palm designations will need between 212 and 398 points.

Two Palm designations will need between 399 and 557.

Three Palm designations will need between 558 and 717.

Four Palm designations will need between 718 and 796.

TripAdvisor GreenLeaders

Though hotels may be listed under Florida Green Lodging, this may be unknown to the visitor. As a destination, we have an ongoing challenge of building awareness and communicating to the guest without being overly boastful or thought of as greenwashing. TripAdvisor offers another channel for recognizing green hotels, encouraging improvement, and communicating the green experience to the visitor through its GreenLeaders program. Launched in 2013, the GreenLeaders program offers a GreenLeaders distinction in five similar categories (GreenPartner, Bronze, Silver, Gold, Platinum). The program is free for hotels to participate, and the criteria are made freely available on-line. At the time of publication, TripAdvisor GreenLeaders had nearly 4,000 hotels listed throughout North America and Europe, making it the largest hotel eco-label in the world.

39 hotels were listed as GreenLeaders in 2013 with the following breakdown:

15 GREEN PARTNER
9 BRONZE
11 SILVER
3 GOLD
1 PLATINUM

TripAdvisor's GreenLeaders program is also unique because it makes the hotel's practices available through its website, allowing Central Florida to track the adoption of specific practices. Some of the more important ones we will be tracking destination-wide through GreenLeaders are:

CRITERIA	% OF PARTICIPATING HOTELS
Offering linen/towel re-use programs	100%
Having a recycling plan	94%
Providing green information to guests	100%
Having energy efficient lighting in guestrooms	100%
Insulating pool covers	13%
Energy-efficient boiler or furnace	41%
Energy-efficient chiller	36%
On-site renewable energy	0%
Water-efficient toilets in guestrooms	74%

CRITERIA	% OF PARTICIPATING HOTELS
Water-efficient faucets in guestrooms	85%
Water-efficient showerheads in guestrooms	90%
Smart irrigation controls for landscaping	38%
Purchasing office paper with recycled content	49%
Guestroom amenities offered having all biodegradable ingredients	26%
Guestroom cleaning and laundry wash supplies used having an eco label	62%
Have conducted a waste stream audit	44%
Obtaining at least a 25% waste diversion rate	46%
Have green roofs on the rooftop	3%
Have charging stations for electric vehicles	33%

As the first year working with this information for our report and the first year of the GreenLeaders program, we acknowledge that room for improvement certainly exists both in data collection and adoption of the green practices that will form the total visitor green experience. Working with specific criteria on a destination level will help us gauge the progress and proximity toward the green experience. In future years, we hope to track this type of criteria pulling from numerous sources including TripAdvisor, Florida Green Lodging, and other systems hotels may have in place to arrive at an accurate pulse on the state of Central Florida's hotel sustainability.

GDO Facilities Program

While Florida Green Lodging and GreenLeaders provide the means of assessing and distinguishing hotels, they do not offer the resources to help hotels implement sustainable practices on the ground in Central Florida. To fill this gap, GDO developed a facilities program to help hotels improve. Our signature program since GDO's inception has been the facility improvement program, the GDO Criteria Checklist & Strategies. A strategies subcommittee of volunteers was developed to meet this goal and provide a toolkit for facilities to use. Our goal was to provide a guide book/toolkit/roadmap for participating hospitality businesses to utilize to improve the sustainable business practices.

In addition, we facilitate monthly meetings which include educational opportunities on each of the points listed in the Checklist, and regular educational events on all subjects of sustainable buildings and operations. GDO participants sign a pledge that they will contribute to the program. GDO is a path to improving sustainable operations and facilities, not a certification. The participating facilities then have one year to complete their checklist and turn it in for audit. It is also incumbent upon the participants to actually participate in the events and monthly meetings on a regular basis. The participants are required to turn in a checklist on an annual basis and show improvement over time.

GDO SUSTAINABLE FACILITY TOURS

In addition to the checklists, GDO organizes sustainable facility tours of hotels within Central Florida to allow hotel facility managers to share best practices and see first-hand the improvements and innovations that hotels are making. It is this collaborative effort that helps move Orlando's hotels forward to the goal of a unique green visitor experience for all.

2013 SUSTAINABLE FACILITY TOURS HELD:

JUNE - Sustainable Facility Tour of the Hilton and Waldorf Astoria Bonnet Creek

AUGUST - Sustainable Facility Tour of the Hyatt Regency Orlando (formerly The Hyatt Regency Orlando)



Clean the World®

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FOR MORE INFORMATION

Through 2013, 30 facilities were participating in the GDO Facilities Program. We seek to expand this in 2014 to cover 100 facilities.

Clean the World

The size of Orlando's hotel supply affords the unique opportunity to scale new and innovative sustainable hotel practices. One example is Clean the World, a not-for-profit organization that collects leftover soaps and shampoos from hotel guestrooms and recycles the contents into new soap, which is then distributed to impoverished and disaster-stricken communities globally. Clean the World, headquartered in Orlando obtains a large volume of amenities from local area hotels.

In Central Florida, 72 hotels with a collective total of over 53,700 guestrooms (46% of the supply of guestrooms) participate in formal amenity donation with either the Global Soap Project or Clean the World. In 2013, Central Florida donated nearly 80 tons of soap and shampoo, donating the most amenities to Clean the World of any City.

Clean the World

Clean the World was founded in February 2009 by Shawn Seipier and Paul Till and is based in Orlando, Florida. Clean the World accomplishes its mission by collecting, recycling, and distributing discarded soaps, shampoos, conditioners, and lotions and gels from participating hospitality partners. Clean the World collects its products from hotel partners and individual soap drives in all 50 United States, Washington, D.C., Puerto Rico, and 10 Canadian provinces, and has recycling operations centers in Orlando, Las Vegas, and Toronto. Guest room hygiene items are recycled at these centers and distributed for humanitarian purposes with partnering nonprofit organizations domestically and to children and families in communities around the globe. Since inception, Clean the World has eliminated more than 1.4 million pounds (700 tons) of hotel waste from polluting local landfills. Since inception, CTW collected and distributed more than 12 million bars of soap to more than 65 countries worldwide, including Zimbabwe, El Salvador, Nicaragua, Swaziland, Mali, Mongolia, Uganda, Honduras, and Romania.



GDO Supporting Practices

In addition to supporting hotels in overall assessments, GDO has focused on expanding awareness and technical know-how of specific practices for facilities so they may gain scale much like soap donation. In 2013 GDO hosted thematic meetings for several practices, including:

March – Learn about the new Florida Green Lodging Program

March – Earth Hour Event – GDO coordinated lights being shut off in the convention center district and did aerial photography of the dark I-Drive area.

April – Earth Day Event – GDO participants planted a butterfly garden and toured the solar installation at the Orange County Convention Center. A second group installed wastewater drain signs as well.

June – Learn about Energy Efficiency in lighting

July – Learn about sustainable exterior landscape maintenance policies and plant care

August – Learn about sustainable irrigation management plans

September – Learn about Energy management plans & ASHRAE Level 2 energy audits

October – Learn about locally sourced food & beverage including certifications

November – Learn about indoor air quality management plans

ACTIVITIES



KEY ISSUES
Ensuring a sustainable experience across all types of activities
Environmental impacts from the scale of operations in a mass tourism destination with concentrated visitor traffic in major theme parks
Changing visitor perceptions about what is considered a sustainable experience

“As an event organizer, consistently hosting shows in Orlando, we want to know what programs the city has to offer and how we can be taking better advantage of them.” — **Jason McGraw, Sr. V.P. of Expositions InfoComm International**

After arriving, being transported from the airport, and checking into the hotel, the remaining components of the visitor experience encompass the daily activities while visiting. Theme parks and attractions, tours, meetings and events, shopping, dining, and much more form the impressions of Orlando as destination. What to see and do in Central Florida, the central question in planning the trip, is perhaps the most difficult aspect of the total sustainability experience, simply because there is so much to do in the destination and so many activities to green up. In order to become a sustainable destination, Central Florida additionally seeks to add more activities that involve the natural environment and cultural activities as part of the experience.

Behind the curtain, in the back-of-house, and after hours, the daily operation of Central Florida’s activities and businesses forms the backbone of the experience. We believe a compelling story exists there as well that the visitor may never experience, however, it is essential to understand Orlando’s positioning as a leading sustainable destination.

Theme Parks and Attractions

Theme parks are synonymous with Orlando. The evolution of the modern-day theme park goes hand-in-hand with Central Florida as a destination and a community itself. Catering to millions of visitors each year, these parks are additional hubs that receive the majority of visitor flows, along with the airport and convention center.

The resulting visitor flows through theme parks generate a significant footprint. However, when a large portion of a visitor's time within a destination is funneled through specific, man-made locations with enough scale, the sustainability-related impacts often can be addressed more effectively. Just as the advent of the modern-day theme park is synonymous with this destination, Orlando can become known as the incubator for innovation of sustainability initiatives and operations within theme parks.

WALT DISNEY WORLD

Walt Disney World Florida employs approximately 62,000 employees, making Disney Central Florida's largest employer.

Disney has been implementing environmental sustainability initiatives for years, and has made concerted efforts to embed environmental and cultural stewardship into daily operations. In addition to the scale of one entity operating in Orlando, what makes Disney unique in their operations and reporting is the depth of material that they cover, working to address issues from nature conservation to responsible content of television and live entertainment programming. Some highlights and achievements from these programs include:¹⁴

- Recognition as a US EPA "Energy Star Partner" for implementing significant energy savings throughout the property. Participating in the EPA's Green Lights Program saved enough energy to power Disney's

Central Floridas Attractions Attendance



Theme Parks	2012
Magic Kingdom	17,536,000
Epcot Center	11,063,000
Disney's Animal Kingdom	9,998,000
Disney's Hollywood Studios	9,912,000
Islands of Adventure at Universal Orlando	7,981,000
Universal Studios at Universal Orlando	6,195,000
SeaWorld Orlando	5,358,000
Busch Gardens Tampa Bay	4,348,000

Water Parks	
Typhoon Lagoon	2,100,000
Blizzard Beach	1,929,000
Aquatica	1,538,000
Wet 'n Wild	1,247,000

Source: Themed Entertainment Association (TEA) and AECOM. All figures are estimates.



¹⁴ 2012 Disney Citizen Report Performance Summary, <http://thewaltdisneycompany.com/citizenship/reporting/report-archive>

- Animal Kingdom in its first year of operation. In 2012, Disney achieved 50% of their long-term goal of zero net direct greenhouse gas emissions.
- All Disney Florida resorts have achieved the Florida Green Lodging certification.
- Reduction of pesticide use and the creation of an integrated pest management approach that uses alternatives to harsh chemicals by nurturing beneficial insect populations, insect growth regulators, and other methods, such as soaps, oil sprays, and baits instead of harsh chemical sprays.
- Waste minimization and diversion efforts include the distribution of excess prepared food to Second Harvest Food Bank of Central Florida. More than 1,000 local children are fed weekly through this program. In 2011, Disney Harvest donated more than 340,000 pounds of food to the hungry in Central Florida.
- Disney's Animal Kingdom provides some unique forms of "waste." In 2011, more than 4,500 tons of manure from Disney's Animal Kingdom and the Tri-Circle-D Ranch was sent to the compost facility and produced more than 8,800 tons of compost throughout the year.
- Of the approximately 40 square miles at Walt Disney World Resort, nearly one-third of the property has been set aside as a dedicated wildlife conservation area.
- Walt Disney World Resort's approach to water conservation begins with using less water where possible and maximizing use of reclaimed water. Approximately 30 percent of the resort's overall needs and 80 percent of its irrigation needs are met with reclaimed water.¹⁵
- 25 million dollars' worth of land near Walt Disney World Resort was committed for placement of a high-speed rail station.
- LED fixtures are used in nearly all of the signs, decorations, and Christmas trees at Walt Disney World Resort.

- Walt Disney World Resort has reduced energy consumption by more than 5% since 2006, enough to power Space Mountain for 12.5 years.

Disney's community programs and partnerships are focused on providing opportunities for the residents of Central Florida to flourish culturally, personally, and professionally. As an employer, Disney World Resorts offers training, development and volunteer opportunities for employees.¹⁶

- In 2012 Disney contributed almost \$300 million in charitable donations, including cash, in kind and product, to community efforts.
- Walt Disney World collaborates with public and private funders to financially support an entrepreneur center in Downtown Orlando. Since it opened in 2003, the center has helped facilitate more than \$125 million in loans, coached and trained 70,000 entrepreneurs and helped to start 700 businesses. The center provides access to business resources, technology and research tools, free one-on-one business coaching, seminars, networking events, etc.
- In 2012, Disney employees volunteered more than 586,000 hours through the Disney VoluntEARS program.

In addition to responsible operations, Disney has shown its commitment to responsible land development in Central Florida. Just south of Orlando, 20 miles from the Disney theme parks, is an ecological sanctuary resembling the original

¹⁵ Source: <http://wdwnnews.com/releases/2011/05/01/environmental-fact-sheet/>

¹⁶ Source: <http://thewaltdisneycompany.com/citizenship/reporting/data>

The Disney Wilderness Preserve is 12,000 acres of swamp systems and lakes, part of the Florida Everglades watershed, which is home to over 300 wildlife species. Disney has worked on involving the community in the restoration process through education, volunteer programs, and activities. A sustainable “green building,” the Conservation Learning Center presents exhibits and hosts workshops that illustrate what is being done and what can be done to restore the natural environment of Central Florida.¹⁷

landscape of the region from more than 100 years ago. Working with The Nature Conservancy, the State of Florida, and a number of other groups, The Walt Disney Company purchased the property to mitigate residential expansion in the area. The land was then transferred to The Nature Conservancy to create a nature preserve dedicated to wetlands restoration. The Walt Disney Company provided funds for restoration and wildlife monitoring on the property and continues to partner on a number of on-site projects. In 1995, 3,000 additional acres were added by the greater Orlando Aviation Authority to mitigate for airport expansion, bringing the preserve to its current size.

UNIVERSAL ORLANDO¹⁸

Universal Orlando was opened in 1990, and in 2008, the park hosted approximately 6.23 million guests, ranking it the fifth most visited theme park in the U.S. and seventh in the world at the time. The company employs about 10,000 people from the Central Florida area. According to reports published by Universal Orlando in 2009, the sustainability efforts of the theme park focus on environmental and social sustainability through learning development, public education, addressing diversity issues, and meeting the needs of young people.

“Universal Orlando is committed to being the number one entertainment destination in the world while improving the quality of life where our team members live, work, and play. Being a good corporate citizen and employer of choice is a top priority for our company. We do this because it will result in a better Central Florida for all of us and because it is the right thing to do”¹⁹ - **Bill Davis, President and COO, Universal Orlando Resort**

¹⁷ See more at: <http://www.nature.org/ourinitiatives/regions/northamerica/unitedstates/florida/placesweprotect/the-disney-wilderness-preserve.xml#sthash.anuUCJbX.dpuf>

¹⁸ http://www.academia.edu/1881606/Corporate_social_responsibility_what_are_the_top_three_Orlando_theme_parks_reporting

¹⁹ Source: <https://www.universalorlando.com/CorporateGiving/>

²⁰ <http://www.greenisuniversal.com/learn/about-us/theme-parks/>

²¹ http://www.travelgreen.org/industry/landing3.htm?select_industry3_id=55

Universal Orlando Resort is working to minimize its impact on the environment. As of 2011, the resort had over 2,300 public recycling bins, and recycled 255 tons of plastic and glass bottles, 23 tons of aluminum cans, 1,188 tons of cardboard, 745 tons of yard waste, and 3,300 wood pallets for the year. In the same year, Universal Orlando Resorts saved 491,000 kwh of electricity as a result of increased energy-conservation efforts, including installing more efficient lighting. Total energy savings across the entire resort during 2011 was enough to power approximately 40 average-sized homes in the Orlando area for an entire year.²⁰ Universal Orlando Resort made a commitment to use alternative or “green” fuels in 100 percent of its service vehicles and mobile equipment. Universal Orlando’s conversion to alternative fuels includes the use of B20 biodiesel for use in its diesel-powered vehicles; E10 ethanol for all gasoline vehicles and equipment; and E85 Ethanol for current FlexFuel vehicles.²¹

All three Loews Hotels at Universal Orlando Resort are certified members of the Florida Green Lodging Program. In addition to their environmental sustainability achievements, Universal Orlando provides a work place that promotes diversity and inclusion as well as encourages volunteerism and community building.

- Universal Orlando team members contributed approximately 21,000 hours of volunteer service to the Central Florida community.
- Universal Orlando hosted more than 65 events in support of local non-profit organizations and schools.
- Universal Orlando donated over 43,000 tickets to families who have children with life threatening illnesses and for area fund raising events. Universal Orlando Team Members, along with Loews Hotels and Wet 'n Wild® employees, have pledged over \$10 million since 2000.²²

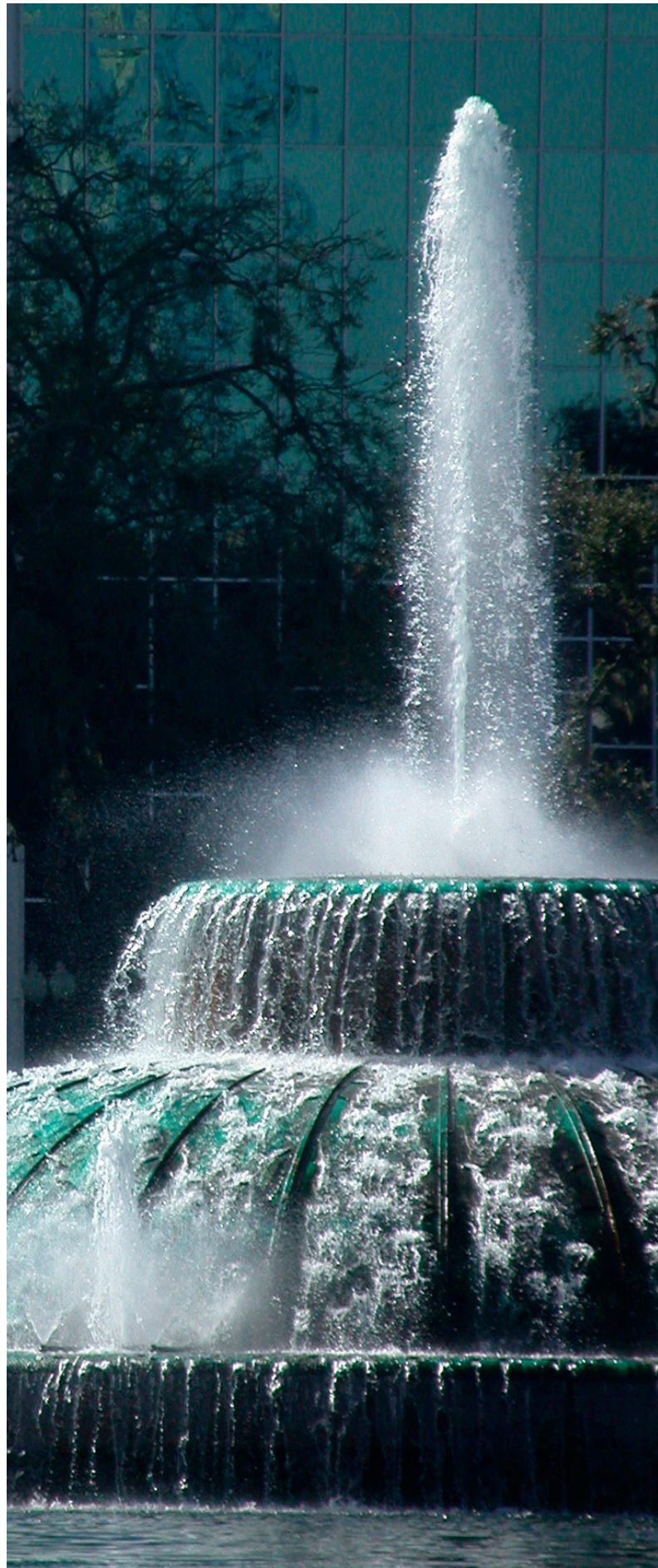
SEAWORLD PARKS AND ENTERTAINMENT

SeaWorld Parks and Entertainment operate SeaWorld, Discovery Cove, and Aquatica. These theme parks drew over 5 million visitors in 2012 and employ approximately 10,000 people.²³ In 2003 SeaWorld launched a 501 (c)(3) non-profit private foundation, the SeaWorld & Busch Gardens Conservation Fund as a way for SeaWorld visitors to learn and get involved with wildlife conservation. The fund focuses its resources in four strategic areas: species research, habitat protection, animal rescue and rehabilitation, and conservation education. Since its launch, the Fund has granted over \$10 million to more than 700 projects in countries around the world. The Fund's grantees are diverse, including global conservation organizations, zoological organizations, universities, and in-situ grassroots organizations.²⁴ Wildlife protection projects including rescue and rehabilitation efforts of endangered manatees, sea turtles, birds of prey, and protection of critical habitats such as the Florida Panther.

²² <http://corporate.comcast.com/news-information/news-feed/universal-orlando-goes-green>

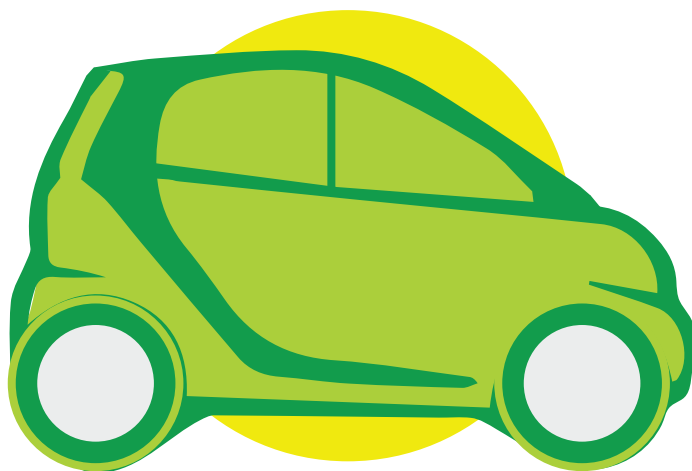
²³ <http://en.wikipedia.org/wiki/SeaWorld>

²⁴ <http://www.swbg-conservationfund.org/whoWeAre.htm>





In 2013, parking deck lighting was changed to LED lighting for reduction in energy consumption, and the OCCC is in the process of replacing other back-of-house and safety lighting to LED.



OCCC has several hybrid guest transportation vehicles as part of the effort to support alternative fuel resources for the future and our community.

Convention Center Activities

The Orange County Convention Center (OCCC) is the primary public convention center in Central Florida and the second largest convention center in the U.S. with 7 million square feet of convention space located on the south end of International Drive. On average, the OCCC hosts approximately one million delegates annually and provides a \$1.9 billion in total economic impact annually to the Central Florida economy, with conventions and convention-related businesses creating more than 25,000 jobs either directly or indirectly and affecting more than 1,000 businesses.

As a major hub of destination activity, the OCCC is the principal venue to impact the visitor green experience. Several important steps have been taken in the last ten years to establish the OCCC as a green event host.

- Completed in 2007, the OCCC received ISO 14001:2004 certification for environmental management system, the first convention center in the country to do so
- The OCCC has increased its recycling efforts to achieve a 59% waste diversion rate in 2012, up from just 1% prior to 2004. Through these efforts, an annual financial savings of \$126,750 in disposal fees was recognized
- In 2008, the OCCC, in partnership with the Orlando Utilities Commission (OUC), was awarded a \$2.5 million grant from the State of Florida to install a one-megawatt, rooftop, solar photovoltaic (PV) system. In its first year of operation the new system generated 1,523,436 kWh
- In 2013, the OCCC attained LEED Gold certification for existing buildings from the U.S. Green Building Council. OCCC's North-South Building is the largest convention center in the world to achieve LEED Gold certification



- In June 2013 the OCCC reached another sustainability milestone by becoming the third convention center in the world to be certified for APEX-ASTM E2774 - 11 Standard Specification for Evaluation and Selection of Venues for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences
- In 2013 parking deck lighting was changed to LED lighting for reduction in energy consumption, and the OCCC is in the process of replacing other back-of-house and safety lighting to LED
- OCCC has several hybrid guest transportation vehicles as part of the effort to support alternative fuel resources for the future and our community. New solar powered parking meters have been installed in the front of the West Building. Two solar charging stations for parking attendant golf carts, as well as EV charging stations, are now available for guests at both of the North/South Building entrances
- In 2013 OCCC won Sustainable Best Practice Award in the Government division

The OCCC has created a list of best practice initiatives and an extensive sustainable purchasing policy for all OCCC purchases. Highlights include:

- Using environmentally friendly maintenance products, including biodegradable solvents and cleaners
- Integrated Pest Management is performed on site to reduce unnecessary pesticide use
- Using non-oil-based paint products, such as Latex and water-based polyurethanes
- Using touch-free foam soap dispensers and hand-sanitizer dispensers
- Using 100% recycled-content toilet tissue and hand towels
- Using 85% recycled-content trash bags
- 100% of landscaping irrigation comes from reclaimed water, using a drip irrigation system and applying Xeriscape™ planting principles
- Using Green Seal certified cleaning products



Orange County Convention Center

“The OCCC is the second largest convention center in the United States, with seven million square feet under roof. We produce an economic impact for our community of approximately \$2.1 billion annually by hosting events. We felt the increasing need to be more corporately responsible to help mitigate environmental impacts resulting from events. Even though we were incorporating sustainable practices in our operation, we needed to be more focused on it to ensure sustainability was ingrained in all aspects of operating our venue. We needed a full-time person dedicated to that effort who could help coordinate that effort. Thus we added “Sustainability” as one of our values at the Center and hired a full time Sustainability Coordinator to assist in helping to lead that process. It also helped us to be more proactive with our clients in assisting them to hold ‘green’ meetings. Hiring Abby was a game changer for our sustainability efforts.” – Jan Addison, Deputy General Manager, Orange County Convention Center



ABBY GULDEN

Abby Gulden joined the OCCC as sustainability coordinator in March 2012. In this new role, Gulden works directly with event planners and the Center to promote green initiatives. “We created this position to work closely with our convention center staff as well as clients to provide additional knowledge on sustainability options,” said Orange County Convention Center CFO Jan Addison. “We see this as a win-win partnership as we combine our first-class facility with the extensive knowledge of environmental issues. Abby’s background in environmental management, LEED green buildings and resource sustainability, provides her with a unique understanding of all perspectives and enables her to assist in enhancing our already successful sustainability programs here at the OCCC.”

She is LEED AP, BD+C accredited and is an active member of the United States Green Building Council (USGBC) Central Florida Chapter.

ORANGE COUNTY CONVENTION CENTER EVENT ATTENDANCE



Conv & Tradeshow 2013

2013

Date	Events	Attn
January	13	114,729
February	13	111,120
March	14	111,247
April	11	59,038
May	3	33,447
June	8	180,287
July	12	43,297
August	7	50,543
September	7	66,330
October	8	71,520
November	7	70,906
December	6	74,092
YTD	26	225,849
TOTAL	109	986,556

Other Events
2013Monthly Total
2013

Date	Events	Attn	Attn
January	7	43,950	158,679
February	4	3,575	114,695
March	8	30,247	141,494
April	5	28,050	87,088
May	7	8,570	42,017
June	7	5,230	185,517
July	3	1,376	44,673
August	5	8,041	58,584
September	10	18,541	84,871
October	9	59,601	131,121
November	6	3,345	74,251
December	14	47,147	121,239
YTD	11	47,525	273,374
TOTAL	85	257,673	1,244,229

*Numbers are reflective of show move out dates.
Source: Orange County Convention Center

“The commitment of the County, City and Convention Center staff to seek continual opportunities to expand sustainability minded practices” - **Julie Larson Project Manager, McDonald’s Corp. talking about the strength of Orlando perception to hold a sustainable event.**

More information on the OCCC’s green experience can be found using the following links:

www.occc.net/pdf/OCCC_Fact_Sheet.pdf

www.occc.net/pdf/Pol_SustainablePurchasing.pdf

www.occc.net/community/green.asp

www.gmicglobal.org/news/129938/Orange-County-Convention-Center-Achieves-New-International-Standard-Certification.htm

Working with sustainable events each year

Sustainable events happen in sustainable venues.²⁵ The OCCC hosts several events each year that have established sustainability programs including McDonald’s and InfoComm. OCCC’s role is to enable event organizers to make their events more sustainable for the areas they control, and green up the facilities under OCCC’s control.

One of the primary areas where events held in Orlando can create a green visitor experience is through menu planning. The OCCC Director of Sustainability works with its food and beverage partner Centerplate Catering Services to develop sustainable menu options for all the food and beverage needs of events. This includes:

- Engaging local Orlando/Central Florida businesses for food products based upon seasonal availability and when event size is conducive with supply
- Offering organic and sustainable menus
- Standard china, glassware, and flatware available in meeting rooms and the Valencia Ballroom to reduce waste from disposables
- Juice and water served in pitchers, condiments served in bulk containers upon request
- Donation of excess food to local charities
- Offering 100% biodegradable food service ware products in retail/concessions and banquets

Waste operations are the second area where working together, the OCCC and planner can create a waste minimization and diversion plan:

- Recycling collection bins in all meeting and event areas. Items collected are mixed paper and co-mingled recycling—aluminum, plastic, and glass.
- Working with selected organizations that will provide alternative options for recycling, reusing, and reducing waste.
- Recycling for specialized materials coordinated upon request
- Cardboard collection is handled by staff during move-in

²⁵ Quote from Cara Unterkofler, 2012

- Contracting with Organic Matters, Inc., allowing for back-of-house food waste separation, which is then diverted from landfill and processed into livestock feed
- Depending upon size of event and number of concurrent events, event-specific waste and recycling reports may be available

Much of the material generated from events can be reused instead of recycled or landfilled. OCCC works with clients to ensure any leftover food and/or products after an event or show are donated to local schools, hospitals, or other non-profit organizations to benefit the surrounding communities of Central Florida. Examples of OCCC post-event donations include:

- Building materials to Habitat for Humanity
- Flowers and plants to local assisted-living facilities and nursing homes
- Food donations to Second Harvest Food Bank and the Coalition for the Homeless
- Educational supplies to Gifts for Teaching
- Home and garden materials to Goodwill Industries

Several other best practices for greening events is available through the OCCC, such as coordination of move-in and move-out scheduling to significantly reduce energy usage. For event organizers looking to understand the full footprint of the event, post-event energy use reports may be available depending upon event size and location.



Several conferences specifically focused on sustainability have selected Orlando to host their events. Recent conferences include:

- The Sustainable Hotel & Resort Conference
- Sustainable Florida Working on the Green
- Sustainability Summit
- Retail Sustainability Conference 2013
- Sustainability in Packaging

Sustainable Experiences in Conference Attendee Activities

Sustainability focused tourism and event planning means leaving a positive impact and legacy in the destination visited. These types of activities are possible in Orlando:

- A Gift for Teaching can provide a “needs list” for product donations to a group with a drop-box at the hotel/convention site.
- Clean the World; <http://www.cleantheworld.org/>
- Ronald McDonald House Charities of Central Florida; <http://www.rmhccf.org/>
- Give Kids the World; <http://www.gktw.org/>
- Second Harvest Food Bank of Central Florida; <http://www.foodbankcentralflorida.org>
- Back to Nature Wildlife Refuge and Education Center; <http://www.btn-wildlife.org/#>

The Amway Center

“We promised to create an arena that was civic-oriented, pedestrian-friendly, and added to downtown development. We promised a sustainable arena, and are proud to say that with today’s announcement and with great teamwork, we have surpassed our goal for LEED certification.” - **Alex Martins, Orlando Magic President**

The Amway Center, located in Downtown Orlando, is home to the Orlando Magic and Orlando Solar Bears, the minor league hockey team for Toronto Maple Leafs and Minnesota Wild. The Amway Center was built as part of the \$1.05 billion Orlando Downtown Master Plan 3 project. The plan’s focus came together with support of Orlando and Orange County Mayors as well as the Orlando Magic to revitalize Downtown Orlando through the construction of the Amway Center and a new performing arts center. The space was chosen on a downtown brownfield area to help promote sustainable development and combat the urban sprawl associated with Orlando.²⁷ Since the opening of the center, 12 new businesses have opened on Church Street and has breathed new life in the sleepy corner of Downtown Orlando. The Amway Center is the first NBA facility to earn Leadership in Energy and Environmental Design (LEED) new construction certification from the U.S. Green Building Council. LEED is the nationally accepted benchmark for the design, construction, maintenance and operation of green buildings. LEED ratings are based on a point system that measures the impact on the environment and those who use the building.

Amway Center “green” features include:

- The arena uses 20% less energy and 40% less water than arenas of similar size.

“The Amway Center is one of our most visible examples of how the City and our partners are embracing sustainable practices and will allow us to further engage the community in the effort to ‘go green’.” - **Orlando Mayor Buddy Dyer.**

EcoDistricts

An EcoDistrict is a highly integrated neighborhood that is vibrant, resource-efficient, and engages residents in promoting human connections and well-being. It is home to smart buildings; strives to capture and reuse energy, water, and waste on site; offers a range of transportation options; provides open space for people and natural areas for wildlife; and tracks tangible progress toward neighborhood sustainability over time.

- Preferred parking for hybrids and other energy-efficient vehicles
- High-efficiency heating and cooling systems
- Water savings of more than 1.3 million gallons through the use of low-flow fixtures and faucets
- A reflective and insulated roof that reduces cooling costs
- High-tech monitoring systems that shut off the lights when a room is empty
- Bicycle racks, showers, and changing rooms for workers who bike to work
- Systems to treat storm runoff before it can pollute nearby lakes
- Collecting rainwater from the roof and condensate water from the chiller equipment into a 5,000-gallon cistern to be used for site irrigation.
- Recycling bins for fans and concert-goers

Additionally, many of the points toward LEED certification for the Amway Center were earned during construction. For example, of the facility’s building materials, 15 percent are recycled and 20 percent come from local sources and over 8,000 tons of construction waste was diverted from the landfill. Amway Center’s adjacent GEICO Garage was also awarded LEED Silver status.

Districts and Nature Parks

The greatest opportunity for increasing the sustainable visitor experience is through the creation and promotion of areas within Central Florida that furnish natural and cultural experiences. This opportunity is twofold, as the EcoDistrict concept is gaining prevalence for the many benefits it offers, one of which is that livable cities themselves become attractions. In addition to EcoDistricts, Central Florida’s nature parks and reserves are lesser known attractions that can be combined with other activities for a visitor experience, when properly promoted and managed.

Orlando has identified EcoDistricts planning as a way to design livable, efficient neighborhoods. The goal is create a network of eco districts throughout the City to reduce sprawl and provide more services and options within walking distance to homes and workplaces. As of 2008 just under 5% of administrative areas were considered green space, one of the smallest in the Siemens Green City Index. City planners and

officials, recognizing the history of sprawling growth for the City, are working to overcome this in future plans. The City has an active tree planning policy aiming to increase the tree canopy coverage to 40% by 2011.

DOWNTOWN ARTS DISTRICT

The Downtown Arts District²⁶ is a dedicated nonprofit organization for advancing arts and economic development in the City of Orlando. Established in 2000, the Arts District represents and serves the arts community by providing promotional and financial assistance to art and cultural venues, public art projects, and signature events. Comprised of a series of cultural communities, the Arts District encompasses the visual arts; literature; the performing arts, including music, drama, film, dance; and arts and culture-related retail businesses. The Downtown Arts District provides funding support, manages and operates CityArts Factory -- a 20,000 square-foot multi-use arts and cultural destination where visual and performing arts co-exist in the heart of the Arts District. Visited by more than 50,000 people annually, CityArts Factory showcases an infusion of local and international works of art, and is home to six independently operated art galleries, the Kiene/Quigley Community Gallery, and the Orlando Magic Classroom, which provides studio space for working artists. In addition, CityArts Factory is the home to SAK Comedy Lab. Funded in part by the Downtown Arts District and the City of Orlando's Downtown Development Board and Community Redevelopment Agency, CityArts Factory is open free of charge.

The Red Chair Project is public service effort designed to build awareness and enhance involvement of the Orlando/Central Florida arts and cultural community. Collaboratively the arts and cultural organizations from Brevard, Lake, Orange, Osceola, Seminole, and Volusia counties are working together to create a resource for Central Florida residents and visitors on what to do and where to go for all things cultural in the region. The Red Chair Project strives to increase participation by identifying methods to increase ticket sales, increase arts education opportunities, and promote arts and cultural philanthropy.

WINTER PARK

Winter Park is a suburban City in Orange County and home to handful of colleges, museums, open area parks, art galleries and a street-side shopping district. The City has created its own sustainability program addressing waste diversion and recycling, green building, energy efficiency, renewable energy, mobility and urban form, community engagement and green economy, natural systems and resources, local food production, and local government operations. Winter Park has an active arts community and is home to the Winter Park Sidewalk Art Festival, one of the nation's oldest, largest juried outdoor art festivals.

NATURE PARKS

Orange County also offers visitors a variety of nature-based attractions such as Forever Florida EcoPark. Forever Florida is a 4,700-acre eco-ranch and wildlife conservation area that encompasses nine different preserved ecosystems. The Forever Florida attraction provides visitors an experience of natural streams, forests, pastures, wetlands, and the chance to learn about the wide array of Florida's wildlife, including alligators, black bears, whitetail deer, and the endangered Florida panther.

²⁶ www.orlandoslice.com

LAKE EOLA

remains an unchanging emblem of Downtown Orlando. Surrounded by the dining and shopping of central Orlando, the lake is an oasis with a beautiful fountain and graceful swan boats make Lake Eola an exceptional amenity to the area. Lake Eola is also host to Sunday Farmers Market, which often brings out a few street performers, live music, rallies, and cultural festivals

WEKIVA PARK

is located at the headwaters of the Wekiva River, the beautiful vistas within this park offer a glimpse of what Central Florida looked like when Timucua Indians fished and hunted these lands. Just one hour from most central Florida attractions, Wekiva Springs offers visitors the opportunity to relax in a natural setting, enjoy a picnic, or take a swim in the cool spring. Canoeists and kayakers can paddle along the Wekiva River and Rock Springs Run. Thirteen miles of trails provide opportunities for hiking, bicycling, and horseback riding.

LEU GARDENS

are a 50-acre botanical garden minutes from Downtown Orlando. Each garden is designed to inspire visitors to appreciate and understand plants. The Leu House Museum located in the heart of the gardens reveals turn-of-the-century living for the families who once called this home. The gardens and historical home were donated to the City of Orlando in 1961 by Mr. Harry P. Leu and his wife, Mary Jane.

Other Activities

Orlando is known for a variety of potential visitor activities. Some noteworthy categories are shopping, golf, and dining. Shopping represents the greatest opportunity for increasing awareness and participation in programs that will help build a sustainable visitor experience. In 2014 we hope to increase involvement of major shopping centers in the collaborative efforts. Golf courses are also an opportunity for engagement in 2014.

DINING

Orlando's climate offers a great growing season for fresh local produce. While there is currently no exclusive "green" restaurant certification program practiced in Orlando, there are ample opportunities to find delicious local food.

Edible Orlando is a monthly publication and online blog dedicated to providing information to visitors and residents on the many social, economic, and health benefits of eating local. Edible Orlando lists restaurants that are sourcing ingredients locally, provides information on farmers markets and tips on what goodies can be found in season.

Fresh From Florida, which is organized by the Florida Department of Agriculture, provides information on a handful of restaurants working to source ingredients from Florida, information about Florida Farmers Markets, CSAs (community supported agriculture), and food festivals throughout the region. For the past 40 years a local Orlando restaurant group of roughly seven restaurants called "Talk of the Town" have been focused on supporting the Central Florida community and sourcing ingredients locally. Specifically this group focuses on the sustainable purchasing practices of Fish and Beef, source produce locally whenever possible, and any wood used for cooking is sourced from Florida orange growers. Additionally the restaurant group practices single-stream recycling and is in the process of retrofitting of lights, AC's being replaced with more efficient units and adding waterless urinals over time.

Daily Operations of Central Florida

As in many operations of tourism, the visitor experience is enabled through a myriad of back-of-house operations that visitors may not see or understand during their travels. Collectively the daily support operations to supply energy and water, haul and properly dispose of waste, and provide the backbone infrastructure necessary for visitor operations actually comprise the majority of the activities within the destination. Several initiatives are underway in these areas and are highlighted below.

ENERGY

Orlando consumes more than double the energy per capita than the Siemens Green City Index average and one of the highest in the index overall. This is due in large part to the demand of cooling (third highest average temperature of cities in the index) and heating, a problem faced across the entire state of Florida. Industry consumption is better than the index average for energy consumption. Orlando has some of the highest marks, along with Denver and Toronto, for clean and efficient energy policies. Orlando is one of 25 cities to claim “Solar America City” status. This designation qualifies Orlando for \$200,000 in federal funding to develop solar power. By 2015 Orlando intends to install 15 megawatts of solar energy for the City.

The number of LEED certified buildings in Orlando is 9.3 per 100,000 people, which is well above the index average. The City has given priority to making its buildings more sustainable, and since 2007 all new municipal buildings meet LEED standards. The City is also working to help homeowners take advantage of federal subsidies for energy efficiency upgrades to their homes.

Orlando was selected to be one of ten U.S. cities to participate in the new City Energy Project (CEP), an initiative of the National Resource Defense Council and the Institute for Market Transformation. The CEP will focus efforts reducing pollution and the energy use in buildings which account for the majority of

energy use in the City. Mayors from each of the 10 cities will work collectively to target the largest source of energy use and climate pollution: buildings. The CEP will augment existing efforts in Orlando by assisting cities to craft an integrated framework of policies and programs that will cut energy waste in large buildings. The CEP will pay for a building-efficiency expert to work full time in Orlando and will finance additional expertise as each City rolls out plans to lessen the energy used by municipal and privately owned buildings. Orlando has already made significant investments into municipal buildings such as City Hall, fire stations, and community centers and will focus much of future efforts on privately owned buildings.

WATER

Orlando has a very efficient water distribution system, according to the Siemens Green Cities Index. It loses only 10% of its supply to leakages compared to the index average of 13%. Main water sources are well managed and monitored for quality and supplies. A challenge for Orlando, like most other warm weather cities, is the tendency for people and businesses to consume more than average levels of water. However, all wastewater that is consumed by the City is treated, repurposed and diverted through closed pipes to regional farms for irrigation or to recharge a small wetlands area that feeds into the St. Johns River.

WASTE, RECYCLING, AND COMPOSTING

Orlando impressively recycles 38% of its municipal waste, all without fully rolling out a single stream recycling program. The City has installed facilities to treat different types of waste, including recyclable, hazardous, and industrial materials and have good waste management practices, such as composting and converting waste by-products to energy. Unfortunately, there are no plans to reduce waste creation.

LISTING OF ORGANIZATIONS, PROGRAMS, AND INITIATIVES IN CENTRAL FLORIDA

Progress Energy Florida SunSense® Solar Energy Program ↗
Florida Power & Light (FPL) - Rebate Programs ↗
Orlando Utility Commission (OUC) Business Rebates & Programs ↗
Orlando Utility Commission Environmental Programs for Teachers & Students ↗
Osceola County Community Supported Agriculture ↗
Central Florida Energy Efficiency Alliance ↗
Harvest Power Orlando ↗
Waste Management Composting ↗
Organic Matters (Food waste converted into animal feed) ↗
City of Orlando Sustainability Task Force ↗
Orange County Government - Sustainability Task Force ↗
City of Winter Park Sustainability Program ↗
Duke Energy Rebate Program ↗
Orlando Bike Share ↗
Mears Alternative Vehicle Purchase ↗



DEPARTURE AND RETURN



KEY ISSUES
Effectively monitoring visitor perceptions of a sustainable experience
Effectively monitoring visitor satisfaction
Incorporating visitor feedback in planning for sustainable experience programs
Maximizing return visitation; building awareness of the future sustainable experience upon return

When it is time for the visitor to depart Orlando, our hope is that they have been completely satisfied with their experience, that they have perceived the total green experience throughout their journey, and that they will plan on returning again to Central Florida.

With the vision of the total green experience in mind, our destination needs to improve its mechanisms for gauging the visitor’s impression of a green experience. Going forward, this will be approached in several ways:

- The Orlando International Airport will start to include sustainability aspects in its customer comment cards and satisfaction surveying
- The Rosen College of Hospitality Management will be conducting consumer survey and research in 2014. This information will be available in the next report.
- Beginning May 2013, the OCCC included a sustainability component in their show manager survey. For the calendar year 2013, the OCCC received high scores for satisfaction with sustainability services. On a scale of 1 (poor) to 5 (excellent), the OCCC’s average score for calendar year 2013 (May – Dec) was 4.67, with only one respondent ranking it as average. All other scores were good or excellent.
- According to Visit Orlando surveys, 29% of all overseas visitors are visiting national parks/monuments, indicating that visitors are making an effort to visit natural areas during their trip.

We will focus on these results each year, with the goal of improving satisfaction and “green satisfaction” metrics each year.

Most importantly, we want the visitor to leave with the impression that Orlando will be even greener and more attractive during their next visit. Looking ahead, we are forecasting 59.7 million visitors to Central Florida in 2014 (a 2.3% increase).²⁷ For the visitors of 2014 and beyond, we are planning several ways to improve the green experience in the coming year.



UNIVERSITY OF CENTRAL FLORIDA
ROSEN COLLEGE OF
HOSPITALITY MANAGEMENT

GDO in 2014

With the publication of this report, we have achieved our first goal for 2014: to deliver a first annual sustainability report for the destination as a benchmark to be able to judge the performance in the future.

In addition, here is how GDO will be working toward our vision in 2014 and supporting Central Florida in its ambitions:

1. Achieve 100 participants in GDO (hotels, restaurants, shopping facilities, transportation companies, theme parks, and venues).
2. Launch a green meetings initiative supporting event and conferences in Orlando.
3. Complete a tool kit to assist the local hospitality community in improving the sustainability performance.
4. Produce quarterly events to bring awareness of the importance of sustainability to the hospitality community.
5. Facilitate monthly GDO meetings for participants to learn and share best practices to improve their sustainability performance.



We look forward to communicating the progress of GDO and Central Florida in our next report to achieving the total sustainable visitor experience. Your input and feedback are highly valued to help shape future reports and their content. We welcome any comments sent to info@greendestinationorlando.org or www.greendestinationorlando.org

For press information please contact:

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Amanda Simons, Greenview amanda@gviewadvisors.com

²⁷ Orlando CVB – Orlando Visitor Forecast, citing Tourism Economics, D.K. Shifflet & Associates, Ltd. List website.

STATISTICS AND PERFORMANCE INDICATORS

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Documentation exists to verify environmental claims	4.2.2.1 APEX/ASTM Destination (City) Standard Level 1	This report and its referenced documents serve to fulfill this need.	Green Works Orlando 2012: Specific metrics outlined in appendix. Orange County Sustainability Assessment 2013. Additional info available on OCU website and City websites
Degree of stakeholder participation in the planning process (e.g., number of meetings, dissemination channels, and other consultation mechanisms used, level of participation)	UNWTO	Two orientation meetings and three focus groups were held for GDO members to plan this report.	Executive Director, GDO
Degree of stakeholder participation in the process of implementing plans (numbers/% involved in review, advisory panels, etc.)	UNWTO	This report has been reviewed by GDO members and key stakeholders	Executive Director, GDO
Number (or %) of stakeholders (and/or tourism/hospitality businesses) involved in collective non-profit membership relative to sustainability (e.g. GDO)		30	Executive Director, GDO

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives.	GSTC B8	Green Works Orlando Education and Orange County Sustainability Assessment section on civic engagement. GDO acts as a resource and discussion group for visitors to learn about and participate in the sustainability of the destination.	Green Works Orlando 2012 Report p. 5-8, Orange County Sustainability Assessment p. 45-47
Strategies, current actions, planning, and systems to monitor the environmental impact of tourism, conserve habitats, species, and ecosystems, and prevent the introduction of invasive species.	GSTC D2	This is covered under zoned conservation areas. The City has a water management and quality assessment division	There is a report about the South Florida Environmental Report. Orlando is apparently at the north end of the Kissimmee chain of lakes that flow into the Everglades. The report is very detailed on all the different initiatives in place.
Number, type, and impact of physical and technological legacies	GRI G4- EO13	Visit Orlando has section of website that lists donation programs and non-profit organizations that groups can support while on site in the destination	Visit Orlando
Sustainable tourism indicators developed, tracked, and reported	UNWTO	We will seek to report on this in the future	

DESTINATION INDICATORS OF SCALE AND PERFORMANCE

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
PLANNING			
Destination has a written environmental sustainability policy and has identified one or more staff members to implement the sustainability initiatives.	4.3.1.1 and 4.3.1.2 APEX/ASTM Destination (CVB) Standard Level 1	The Green Works Orlando Report outlines what the City of Orlando is working to do; there is no formal policy that we could identify. Jon Ippel has been appointed the Director of Sustainability for the City of Orlando	Green Works Orlando 2012 Report. http://www.occc.net/Planner/Guide.asp (click on Green Meetings link)
City Climate Action or Green Plan: Process by which the City reviews its progress and manages overall responsibility for climate change and sustainability. Public participation is part of the plan and process.	SDSI, SGCI	Reference Intro to the Green Works Orlando Report	Green Works Orlando 2012 Report
Promotion is accurate with regard to the destination and its products, services, and sustainability claims. The promotional messages treat local communities and tourists authentically and respectfully.	GSTC A14	No complaints or grievances have been filed on the destination as a whole regarding promotional claims for tourists and communities. Some businesses have had activities questioned such as SeaWorld's training of orcas.	Visit Orlando

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
The destination has a system that encourages public participation in destination planning and decision-making on an ongoing basis.	GSTC B3	In the Green Works Orlando planning, two public forums were held to engage the entire community in the process over 8,500 people visit the forum website with 1,040 active participants providing 227 ideas and 1,400 comments.	Green Works Orlando 2012 Report p. 5-8, Orange County Our Home for Life (Sustainability Assessment 2013)
The destination provides regular programs to affected communities to enhance their understanding of the opportunities and challenges of tourism, and the importance of sustainability.	GSTC B6	Educational opportunities and civic engagement is a key part of both Green Works Orlando and the Orange County our Home for Life Report. Nothing specifically exists relating to tourism itself given that Orlando does not have a baseline of indigenous or local communities that have had livelihoods negatively affected by tourism's development.	Green Works Orlando 2012 Report p. 5-8, Orange County Our Home for Life p. 182
The destination has identified environmental risks and has a system in place to address them.	GSTC D1	Green Works Orlando outlines environmental impacts of transportation, water, and resources.	Green Works Orlando Report 2012
Destination has a system to monitor, publicly report, and respond to environmental, economic, social, cultural, tourism, and human rights issues.	ICLEI Star Sustainability and GSTC A3	Orlando Historic Preservation Board	http://www.Cityoforlando.net/planning/Cityplanning/hpb.htm
Destination has a written environmental sustainability policy and has identified one or more staff members to implement the sustainability initiatives.	4.3.1.1 and 4.3.1.2 APEX/ASTM Destination (CVB) Standard Level 1	The Green Works Orlando Report outlines what the City of Orlando is working to do. There is no formal policy that we could identify. Jon Ippel has been appointed the Director of Sustainability for the City of Orlando.	Green Works Orlando 2012 Report. http://www.occc.net/Planner/Guide.asp (click on Green Meetings link)
City has CO2 and GHG reduction goals.	SDSI	Climate Goals include: Reduce GHG emissions by 90% of 2007 levels by 2040. Obtain 50% of electricity from clean renewable sources.	Green Works Orlando 2012 Report p. 11

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
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DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Destination has a system to monitor, publicly report, and respond to environmental, economic, social, cultural, tourism, and human rights issues.	ICLEI Star Sustainability and GSTC A3	Orlando Historic Preservation Board	http://www.Cityoforlando.net/planning/Cityplanning/hpb.htm
Cleantech companies created through local incubators	Green Works Orlando EC3	14 companies	Green Works Orlando 2012 Report p. 49
% of residents that live within 1/2 miles of park	Green Works Orlando LV7	82%	Green Works Orlando 2012 Report p. 26 and 50
Residence that live within .5 miles of park space	Green Works Orlando LV 7	82% of residence live within .5 mile of park space	Green Works Orlando 2012 Report p. 50
Any renewable energy targets or goals and how the City plans to meet those targets	CDP Survey	2018 Targets: Obtain 8% of electricity from clean, renewable sources. Ensure 100% of new buildings meet green building standards. Reduce total electricity consumption by 5%. 2040 Targets: Obtain 50% of electricity from clean, renewable sources. Ensure 100% of new and existing buildings meet green building standards. Reduce total electricity consumption by 20% from 2010 levels.	Green Works Orlando 2012 Report p. 11
Number of green-roofs	CDP Survey	3	City of Orlando
Number of LEED Certified Buildings		68 certified	http://www.usgbc.org/projects?keys=orlando
Number of LEED Registered Buildings		82 registered	http://www.usgbc.org/projects?keys=orlando

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Brownfield redevelopment programs	CDP Survey	220,400 acres of brownfield identified for redevelopment in the City of Orlando	http://ca.dep.state.fl.us/mapdirect/?focus=brnfls Map identifies areas in Orlando, need to view data in tab form to see acreage. I totaled acreage of all plots listed. http://www.orlandoedc.com/Relocate-Expand/Incentives/

ARRIVAL

Modes of transport used by tourists to reach destination (airplane, car, hybrid vehicle, electric vehicle, coach, rail, bicycle, walking, other)	UNWTO	Domestic Leisure Travelers: Air: 26%; Auto: 71%; Other (rail/bus): 3% Domestic Convention/Group Meeting: Air: 57%; Auto: 39%; Other (rail/bus): 4%	Visit Orlando
Number of direct flights (per year and/or day), and number of passengers; Number of airlines serving the destination (number of flights per day, per month)	UNWTO	See Arrival Section	Greater Orlando Aviation Authority (GOAA)
The primary convention venue and 50% of hotels are within 25-50 miles (40 km) of the airport	A2.6.2.1 APEX/ASTM Destination (City supplier) Standard Level 2, 3	Distance from Orlando Airport to the OCCC: 13.7 Miles	Google Maps. OCCC to Airport
Habitats protected or restored (Conservation Land)	GRI G4-EN13 Green Works Orlando LV11	11,797 acres of dedicated conservation and habitat land (16.2% of total land within City limits)	City of Orlando

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
The destination dedicates resources to mitigate seasonal variability of tourism where appropriate, working to balance the needs of the local economy, community, cultures and environment, to identify year-round tourism opportunities.	GSTC A4	As the largest tourism destination in the United States, we are subject to seasonality based on visitor demand, however low seasons do not affect our destination's economic or cultural stability	GDO Focus Group
Green Spaces (as % of total area)	SGCI	4.9%	http://www.siemens.com/entry/cc/features/greenCityindex_international/all/en/pdf/orlando.pdf
Clean air policy: reduce overall air pollution	SGCI, Green Works Orlando TR14	Currently have 44 days a year not meeting standard. Seven days a year when unhealthy for sensitive groups. Goal: AQI - good rating 365 days per year	Green Works Orlando 2012 Report p. 51
Destination Management Organization: The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector and public sector.	GSTC A2	GDO and Visit Orlando has a CSR section on website as well as Sustainable Meetings in Orlando section.	Visit Orlando
Total number of visitors	UNWTO	57,158,000 visitors to Orlando in 2012	Visit Orlando
Average length of stay	UNWTO	Non-Florida Domestic Leisure Avg. length of stay = 4.6 nights International Visitor Avg. length of stay = 9.0 nights Domestic Group Meeting Avg. length of stay = 3.0 nights	Pg. 23 Visit Orlando Annual Report 2012
Street trees per linear mile of road	Green Works Orlando LV10	88 trees per mile	Green Works Orlando 2012 Report p. 50

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
TRANSPORTATION			
The destination has sustainable transportation options that include; fuel efficient buses, hybrid shuttles/taxis, Car co-operatives, bicycle rental/share, mass transit, tourist shuttle/trolley through convention center core or tourist district	A2.6.1.2 APEX/ASTM Destination (City supplier) Standard Level 2	I-Ride Trolley, Sun Rail, Drive Electric Orlando LYNX rapid bus transit. See transportation section of report	Transportation section of report. http://www.iritetrolley.com
% of hotels accessible by public transport	UNWTO	117 hotels are located along the International Drive and serviced by I-Ride (roughly 42,000 rooms) = 26%	http://www.internationaldriveorlando.com/whereToStay/internalListing.asp
The City has a hotel package that is connected by mass transit or shuttles when hotels are not within walking distance of the convention venue	A2.6.2.2 APEX/ASTM Destination (City supplier) Standard Level 2	I-Ride Trolley	Reference Transportation section of report. http://www.iritetrolley.com
Public electric vehicle charging stations	UNWTO, Green Works Orlando TR12	33	Green Works Orlando 2012 Report Transportation Section and p. 51
Transit oriented development	CDP Survey	See Transportation section of report	Green Works Orlando 2012 Report p. 25-29 and 37-40
% of residence in neighborhoods with walkability score of 60 or more	Green Works Orlando LV6	19.10%	Green Works Orlando 2012 Report p. 50
Mode split for work commutes	Green Works Orlando TR1	20% work commutes are by carpool transit, bike, work from home or walking	Green Works Orlando 2012 Report p. 50

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Share of workers traveling by public transport, bike, foot or carpool	SGCI	3.20%	Siemens Sustainable Cities Index for Orlando. Their source U.S. Census Bureau American Community Survey. http://www.siemens.com/entry/cc/features/greenCityindex_international/all/en/pdf/orlando.pdf
Transit ridership per month	Green Works Orlando TR4	2,335,365 passenger trips	Green Works Orlando 2012 Report p. 50
The destination has a system to increase the use of low-impact transportation, including public transportation and active transportation. Assessment of how the City promotes public transit and offers incentives	GSTC D12, SGCI	Refer to the transportation section of the report. 2018 Targets: Reduce daily trips by single-occupancy vehicles by 10%. • Decrease pedestrian and bike crashes and fatalities by 50%. • Increase street miles within the City that meet “complete streets” criteria by 20%.	http://www.rethinkyourcommute.com and Green Works Orlando 2012 Report p. 38
On-street bike lanes (in miles) and off-street bike trails (in miles)	Green Works Orlando TR5, TR6	200.8 miles	Green Works Orlando 2012 Report p. 51
Sidewalk (in miles)	Green Works Orlando TR7	946 miles	Green Works Orlando 2012 Report p. 51
The destination has a system to increase the use of low-impact transportation, including public transportation and active transportation (e.g., walking and cycling). Assessment of how the City promotes public transit and offers incentives	GSTC D12, SGCI	Refer to the transportation section of the report. 2018 Targets: Reduce daily trips by single occupancy vehicles by 10%. • Decrease pedestrian and bike crashes and fatalities by 50%. • Increase street miles within the City that meet “complete streets” criteria by 20%.	http://www.rethinkyourcommute.com and Green Works Orlando 2012 Report p. 38

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Average commute time from residence to work	SGCI	27 min.	Siemens Sustainable Cities Index for Orlando. Their source US Census Bureau American Community Survey. http://www.siemens.com/entry/cc/features/greenCityindex_international/all/en/pdf/orlando.pdf

ACCOMMODATION

The destination offers hotels for an event that have sustainable operational practices in place that cover the following (staff management, energy, air quality, water, procurement, and community partners).	4.2.7.2 APEX/ASTM Destination (City) Standard Level1	Florida Green Lodging Program (See Accommodation section of report)	http://www.dep.state.fl.us/greenlodging/lodges.htm http://www.orlandomeeting.com/hotels-and-venues/hotels-resorts-search/
Percentage of the City's total hotel inventory has active 3rd party sustainability certification	SDSI	36% 165 Florida Green Lodging Certified/Total Hotels in Orlando (See Accommodation section of report)	Visit Orlando
Average Hotel Occupancy	UNWTO	68.8% for 2012	Visit Orlando
Number of hotels participating in Florida Green Lodging Program		165	Visit Orlando
Number of hotels with TripAdvisor GreenLeader Designation		40	TripAdvisor
Number of Hotels participating in formalized amenity donation		72	Clean the World and Global Soap Project
Hotels within the destination that participate in a formal amenities donation program		171,574 total pounds of soap in 2013	Clean the World

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
The destination has a “walkable” convention neighborhood (less than 1/2 mile (0.8 km) or 10 min. walking) between the convention center and conference hotels (50%), tourism facilities or other tourism attractions.	A2.6.3.2 APEX/ASTM Destination (City supplier) Standard Level 4, UNWTO	OCCC has 10,839 hotel rooms within 1 mile. 83,894 (72% of the total hotel rooms) are located near tourism facilities or attractions.	EmpowerMINT Visit Orlando
Total number of hotel guestrooms		116,499	Visit Orlando
Total number of hotels		453	Visit Orlando

ACTIVITIES

The destination offers donation programs for food and/or conference materials specific to the hospitality community (example: restaurant, hotels and venues)	4.2.3.2 APEX/ASTM Destination (City) Standard Level 1	94 charities listed on Visit Orlando website	Visit Orlando
The destination’s primary convention venue shall meet the requirements of Specification E2774, Level 1	4.2.7.1 APEX/ASTM Destination (City) Standard Level 1	Orange County Convention Center is APEX/ASTM 3rd party certified: http://www.gmicglobal.org/?page=APEXRegistry	http://www.occc.net/community/apex.asp
Businesses participating in green business programs/initiatives	Green Works Orlando EC6	46	Green Works Orlando 2012 Report p. 49
An accessible event environment is one with no barriers (including non-physical barriers) preventing it from being used equally, safely, confidently, independently, and with dignity by everyone.	GRI G4-EO6	OCCC is compliant with all federal and local regulations for disability and accessibility	http://en.wikipedia.org/wiki/Americans_with_Disabilities_Act_of_1990#Major_life_activities

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Economic value generated from tourism	GSTC B1 Economic Monitoring; GRI G4-EC1	\$52 billion Total spending. \$33 billion is the direct tourism spending impact	Visit Orlando according to Tourism Economics
The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported at least annually. To the extent feasible, this should include visitor expenditure, revenue per available room, employment and investment data.	GSTC B1, UNWTO	Avg. expenditure per visitor per trip: Non-Florida Domestic Leisure: \$674* *Includes transportation cost to and within Orlando International Visitor: \$1,115* *Does not include international airfare, but may include transportation costs within the destination and the United States Domestic Group Meeting: \$860* *Includes transportation cost to and within Orlando	Visit Orlando Annual Report 2012, p. 23
The destination has a system that supports local and small- and medium-sized enterprises, and promotes and develops local sustainable products and fair trade principles that are based on the area's nature and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc.	GSTC B9	We will seek to report on this in the future	
The destination has a management system for attraction sites that includes identification, measures to preserve, protect, and enhance natural and cultural assets.	GSTC C2	11,797 acres of conservation land 72,990 acres within the City, which makes 16.2% total land in the City designated conservation area.	City of Orlando. http://www.visitorlando.com/plan-your-trip/visitor-guides/
Percentage of City's congress and exhibition centers has active 3rd party sustainability certification?	SDSI	100%	Reference OCCC and Amway Center in Report http://www.occc.net/community/leed.asp

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Economic Impact generated from Citywide events		\$1.96 billion	OCCC
Total Attendance at the OCCC		1,244,229 visitors in 2013	Visit Orlando

DAILY OPERATIONS

Water consumption per capita per day (includes water used by resident and business)	SGCI, Green Works Orlando WR 1	193.4 gallons consumed per capita per day. 166 gallons per capita per day in 2012 according to Green Works Orlando Report	http://www.siemens.com/entry/cc/features/greenCityindex_international/all/en/pdf/orlando.pdf
Food waste/compost is diverted to a food waste composting program.	4.2.3.3 APEX/ASTM Destination (City) Standard Level 1	Harvest Energy anaerobic digesters, Waste Management now takes food waste for compost and Organic Matters take food scraps to be used as feed for animals	http://www.harvestpower.com/florida/ , http://www.theledger.com/article/20120526/NEWS/120529459?p=3&tc=pg
Most common waste streams can be diverted from landfill in waste management operations throughout the destination.	4.2.3.3 APEX/ASTM Destination (City) Standard Level 1	Recycling haulers accept: cardboard, plastic, paper, glass, and metal. Residential mixed recycling in place and now food waste is being diverted from businesses and residents through Harvest Energy and other food compost haulers .	http://www.dep.state.fl.us/Waste/quick_topics/publications/shw/recycling/2012AnnualReport/MSW-Composition_2012.pdf http://www.Cityoforlando.net/elected/greenworks/pdf/2011%20Orange%20County%20Registered%20Recyclers%20List.pdf
Wastewater The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems, and ensures wastes are properly treated and reused or released safely with minimal adverse effects to the local population and the environment. % wastewater or grey water recycled.	GSTC D9, UNWTO	For two facilities that treat 14 million and 3 million gallons, all the water from wastewater treatment is reused through closed irrigation pipes for farming. Iron Bridge facility (2.5 million gallons) has small surface water and discharge into wetlands before going into the St. Johns River. All wastewater is reused and all biosolids produced are used as fertilizer for local farms. 100% of waste water is treated and reused	Orlando Waste Water Treatment Plant

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
% of recycled municipal waste. Diversion Rate	SGCI, SDSI	41% MSW Recycling Rate for Orange County in 2012. (scope is beyond just residential numbers delivered by Orlando)	Orange County Sustainability Assessment 2013 p. 26
On average, what percentage of the City's energy mix comes from renewable sources? e.g. Wind, Solar, Hydro, Geothermal	SDSI and Green Works Orlando EN2	As of 2012; 1.8% of total energy purchased by Orlando Utilities Commission is from alternative energy source	Green Works Orlando 2012 Report p. 49 data from (OUC) Orlando Utilities Commission
Electricity consumption/capita	SGCI	Electricity consumption per capita is 12,003 kWh per year.	Green Works Orlando 2012 Report p. 11
The destination has a twelve-month municipal waste diversion and disposal baseline.	4.3.3.1 APEX/ASTM Destination (CVB) Standard Level 1	Reference SWIRP plan	Orange County Sustainability Assessment 2013, with specific info sourced from Orange County's SWIRP http://www.orangecountyfl.net/WaterGarbageRecycling/SolidWasteResourcePlan.aspx#.UvUXz3m5duY
Emissions from local government operations and emissions from community	CDP Survey	5,803,351 tons of CO2 (2012)	Green Works Orlando 2012 Report p. 11
Actions (on the supply and demand side) you are taking to reduce the risks to your City's water supply	CDP Survey	Water conservation is a primary strategy for protecting and sustaining potable groundwater supplies by reducing demand. Potable water is provided by OUC. OUC has a block (tiered) rate structure that allows low rates to be charged for small amounts of water use (for life-sustaining needs) and increased rates as usage goes up.	Green Works Orlando 2012 Report; Water Section p. 43. Orange County Sustainability Assessment 2013 p. 28-38.

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report water usage.	GSTC D6	Orange County Utilities. Water quality and conservation information can be found in the 2013 Orange County Sustainability Assessment as well as the Orange County Utilities Water Division.	Orange County Sustainability Assessment 2013 p. 28-38. http://www.occonservewater.net
Water security The destination has a system to monitor its water resources to ensure that use by enterprises is compatible with the water requirements of the destination community.	GSTC D7	Refer to Green Works Orlando 2012 Water section	Green Works Orlando 2012 Report Water Sections, Orange County Sustainability Assessment 2013 section on water
The destination has adopted at least one of the following sustainable energy programs: (1) direct-purchase renewable power options available through regional utilities (wind, solar, geothermal, and hydro); (2) created mandates through local, state, or national regulation to have a minimum renewable energy requirement; or (3) have created consumer education programs for business about energy efficiency and conservation.	4.2.4.1 APEX/ASTM Destination (City) Standard Level 1	As of 2012; 1.8% of total energy purchased by Orlando Utilities Commission is from alternative energy source. Green Works Orlando has goals to increase and improve energy programs within the City.	Green Works Orlando 2012 Report p. 11 and 12 and Orlando Utilities Commission http://dsireusa.org/incentives/incentive.cfm?Incentive_Code=FL60F&re=1&ee=1
Destination has a comprehensive water quality and water use monitoring program.	4.2.7.1 APEX/ASTM Destination (City) Standard Level 1	Water Utility: Orange County Utilities. Water quality and conservation information can be found in the 2013 Orange County Sustainability Assessment as well as the Orange County Utilities Water Division.	http://www.occonservewater.net

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Number of energy saving projects and or percentage of businesses participating in energy conservation programs, or applying energy saving policy and techniques.	CDP Survey, UNWTO	Their projects are in the building sector and reported by building: Green buildings: 26 completed, 110 planned	City of Orlando
Water Risk - Flood risk level	Green Works Orlando WR 5	The Community Rating System (CRS) is a voluntary program for National Flood Insurance Program (NFIP) participating communities.	Green Works Orlando 2012 Report p. 51 http://www.orangecountyfl.net/Environment/FloodAwareness.aspx#.Uz7eydy4ods http://www.fema.gov/media-library-data/20130726-1651-20490-3916/_19_crs_may2013_3.14.13.pdf
Green jobs in the Orlando-Kissimmee-Sanford MSA	Green Works Orlando EC1	11,066	Orlando Green Works p. 49
Residential customers eligible for curbside recycling collection who participate	Green Works Orlando WS5	52%	Green Works Orlando 2012 Report, City Data p. 50
Percentage and total volume of water recycled and reuse. Total volume of wastewater processed and repurposed (million gallons per day). Treated waste water used for secondary purposes	GRI G4-EN10 and Green Works Orlando WR3	19.5 million gallons of water per day, 93% diverted	Orlando Waste Water Treatment Plant. 3.16.2014 http://www.Cityoforlando.net/public_works/wastewater/reclaimed.htm . Green Works Orlando 2012 Report p. 51
The destination's enterprises provide equal employment, training opportunities, occupational safety, and fair wages for all.	GSTC B2	The City of Orlando complies with all federal and state regulations to provide equal employment regardless of age, race, or sex.	Required by federal law. http://www.orlandoedc.com/core/fileparse.php/98882/urlt/metro%20orlando%20data%20sheet_single%20pages.pdf

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
The destination has a system to encourage enterprises to measure, monitor, minimize, publicly report, and mitigate their greenhouse gas emissions from all aspects of their operation (including emissions from service providers).	GSTC D4, Green Works Orlando EN1	Several initiatives exist to address this separately, but no single system exists for the destination.	Green Works Orlando 2012 Report p. 10-12
Water quality The destination has a system to monitor drinking and recreational water quality using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues.	GSTC D8 and SGCI	Orange County publishes Annual Reports drinking water. Published in both Spanish and English.	http://www.orangecountyfl.net/WaterGarbageRecycling/WaterQuality.aspx#.UzHcHNy4ods
City waste reduction strategy/policy	SGCI	2018: increase waste diversion to 50%, eliminate waste to landfills by 2040	Green Works Orlando 2012 Report p. 33. Orange County Sustainability Assessment 2013 p. 28
Water system leakages: Share of non-revenue public water leakages.	SGCI	10% loss due to leakages	http://www.siemens.com/entry/cc/features/greenCityindex_international/all/en/pdf/orlando.pdf and Orlando Utilities Commission
Sulfur dioxide emissions: SO2 emissions per annum, in lbs. per person.	SGCI	20	Siemens Sustainable City Index for Orlando. Their source 2005 EPA; US census bureau. http://www.siemens.com/entry/cc/features/greenCityindex_international/all/en/pdf/orlando.pdf

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Nitrogen oxides emissions: NO emissions per annum, in lbs. per person.	SGCI	62	Siemens Sustainable City Index for Orlando. Their source 2005 EPA; US census bureau. http://www.siemens.com/entry/cc/features/greenCityindex_international/all/en/pdf/orlando.pdf
Storm water Management Policy or Plan	SGCI	Reference pages 32-34, Orange County Sustainability Assessment 2013	http://www.ci.orlando.fl.us/public_works/stormwater/index.htm
Water sources significantly affected by withdrawal of water	GRI G4-EN9	Floridian Aquifer	Green Works Orlando 2012 Report p. 43
Assessment of the level and quality of a City's main water sources. Lakes with good water quality (trophic state index less than 61).	SGCI, Green Works Orlando WR4	Orlando has a department of water quality. Also info in Green Works on trophic state of lakes in Orlando. 78 out of 95 lakes (82%)	http://www.orangecountyfl.net/Portals/0/Library/Water-Garbage-Recycle/docs/DrinkingWaterReport2012.pdf . Green Works Orlando 2012 Report p. 44-46
Number of days per year exceeding standards of air quality	UNWTO, Green Works Orlando TR14	44 days in which quality was below (321 in which quality was above said standard)	Green Works Orlando 2012 Report p. 51
Solid waste collection per capita per year	UNWTO, Green Works Orlando WS2	438 lbs.	Green Works Orlando 2012 Report p. 50
Urban Agriculture: (% of citizens that can supplement food from purchases from gardens, farmers market) Residents within 1/2 mile of a grocery store, fruit and veg market, meat market, seafood market or farmers market	CDP Survey, Green Works Orlando FD4	52% of residents are within 1/2 mile of a grocery store, fruit and veg market or farmers market. 159 community gardens and 7 farmers markets	Green Works Orlando 2012 Report p. 49
Farmers Markets within City Limits	Green Works Orlando FD1	7 markets	Green Works Orlando 2012 Report p. 49

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Square feet of community gardens	Green Works Orlando FD5	36,100 sq.ft.	Green Works Orlando 2012 Report p. 49
The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report energy consumption, and reduce reliance on fossil fuels. Reductions in energy consumption achieved as result of conservation and the types of energy included in reductions. Percentage of businesses participating in energy conservation programs, or applying energy saving policy and techniques.	GSTC D5, UNWTO	Buildings are responsible for 76% of greenhouse gas emissions in Orlando. 1.8% of electricity derived is from renewable sources, the rest is derived from fossil fuel. 2040 GOALS Reduce greenhouse gas emissions by 90% from 2007 levels. Obtain 50% of electricity from clean, renewable sources. Ensure 100% of new and existing buildings meet green building standards. Reduce total electricity consumption by 20% from 2010 levels. 2018 TARGETS Reduce greenhouse gas emissions 25% from 2007 levels. Obtain 8% of electricity from clean, renewable sources. Ensure 100% of new buildings meet green building standards. Reduce total electricity consumption by 5%. Will have energy savings numbers in 2014.	Green Works Orlando 2012 Report p. 11, City of Orlando

DEPARTURE AND RETURN

Documentation exists to verify environmental claims.	4.2.2.1 APEX/ASTM Destination (City) Standard Level 1	This report and its referenced documents serve to fulfill this need.	Green Works Orlando 2012: Specific metrics outlined in appendix. Orange County Sustainability Assessment 2013. Additional info available on OCU website and City websites
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DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Degree of stakeholder participation in the planning process (e.g. Number of meetings, dissemination channels and other consultation mechanisms used, level of participation)	UNWTO	Two orientation meetings and three focus groups were held for GDO members to plan this report.	Executive Director, GDO
Degree of stakeholder participation in the process of implementing plans (numbers/% involved in review, advisory panels etc).	UNWTO	This report has been reviewed by GDO members and key stakeholders	Executive Director, GDO
Number (or %) of stakeholders (and/or tourism/hospitality businesses) involved in collective non-profit membership relative to sustainability (e.g. GDO)	GDO	30	Executive Director, GDO
The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives.	GSTC B8	Green Works Orlando Education and Orange County Sustainability Assessment section on civic engagement. GDO acts as a resource and discussion group for visitors to learn about and participate in the sustainability of the destination.	Green Works Orlando 2012 Report p. 5-8, Orange County Sustainability Assessment p. 45-47
Strategies, current actions, planning, and systems to monitor the environmental impact of tourism, conserve habitats, species, and ecosystems, and prevent the introduction of invasive species.	GSTC D2	This is covered under zoned conservation areas. The City has a water management and quality assessment division	There is a report about the South Florida Environmental Report. Orlando is apparently at the north end of the Kissimmee chain of lakes that flow into the Everglades. The report is very detailed on all the different initiatives in place.

DESCRIPTION OF INDICATOR	FRAMEWORK LINKAGES	REMARKS, REFERENCES & FIGURES	EXTERNAL REFERENCE
Number, type, and impact of physical and technological legacies	GRI G4- EO13	Visit Orlando has section of website that lists donation programs and non-profit organizations that groups can support while onsite in the destination.	Visit Orlando
Sustainable tourism indicators developed, tracked, and reported	UNWTO	We will seek to report on this in the future	

FRAMEWORK LEGEND

APEX/ASTM	Accepted Practices Exchange / ASTM International Standards for Sustainable Meetings and Events
CDP Survey	Carbon Disclosure Project
GRI	Global Reporting Initiative
GSTC	Global Sustainable Tourism Council
SGCI	Siemens Green City Index
SDSI	Scandinavian Destination Sustainability Index
UNWTO	World Tourism Organization

APPENDIX A - GDO MEMBERS AND REPORT STAKEHOLDER ACKNOWLEDGEMENTS

GREEN DESTINATION ORLANDO MEMBERS AND PARTICIPANTS

CATEGORY	NAME	COMPANY
Board of Directors	DeeDee Baggitt	Rosen Hotels & Resorts
Board of Directors	Dina Belon	MindClick Global
Board of Directors	Jeff Benevides	Wyndham Vacation Ownership
Board of Directors	Jeff Daniels	GOAA
Board of Directors	Brittany Dytrych	Mayer Electric
Board of Directors	Jane Gregory	Orange County Goverment
Board of Directors	Abby Gulden	Orange County Convention Center
Board of Directors	Alexa Stone	Ecopreserve
Board of Directors	Loren Lewis	Freeman Expositions Inc.
Education Member	Roberta Atzori	UCF - Rosen College
Education Member	Po-Ju Chen	UCF - Rosen College
Education Member	Dr. Jill Fjelstul	UCF - Rosen College
Education Member	Dr. Alan Fyall	UCF - Rosen College
Education Member	Jason Gaschel	Seminole State College
Education Member	Tim Smith	Seminole State College
Education Member	Dr. Youcheng Wang	UCF - Rosen College
Member	Stephen Alianiello	FDOT: reThink
Member	Chris Balfe	Harvest Power
Member	Jerry Barnett	Republic Services
Member	Jean Belyeu	Duke Energy
Member	Luann Brooks	I Drive District

CATEGORY	NAME	COMPANY
Member	Samir Burshan	PrismOne Group Inc.
Member	Brittany Cagle	BAG Contract
Member	Lori Cunniff	Orange County
Member	Joost de Meyer	First Incentive Travel, Inc.
Member	Steve Dobbins	CES Mechanical
Member	Randy Etman	Sema Connect
Member	Alan Fickett	Global Sourcing International
Member	Jeff Friant	Somfy
Member	Wrenda Goodwyn	International Drive Resort Area
Member	Samuel Graham	Green Path
Member	Brian Guernier	Pillow-Fresh
Member	Heather Hartland	
Member	Bruce Hefka	E-3 Corp
Member	Carrie Hubbel	Oseola Co.
Member	Anamaria Huertas-iragorri	Somfy
Member	Colleen Ice	C4 Architects
Member	Jon Ippel	City of Orlando - Department of Public Works
Member	Chanel Jelovchan	Ecopreserve
Member	Chuck Krivickas	Duke Energy
Member	Mila Kukhareenko	EXP Engineering
Member	Iris Langanke	Allide PRA
Member	Juan Lugo	Duke Energy
Member	Sean Lyles	Waste Management
Member	Rich Maladecki	Central Florida Hotel & Lodging Association
Member	Brian Martin	Visit Orlando
Member	Tim Maslow	Orange County
Member	Lex Maxwell	First Green Bank
Member	Carrie Miller	Waste Management
Member	Courtney Miller	FDOT: reThink

CATEGORY	NAME	COMPANY
Member	Michelle Molz	Visit Orlando
Member	Mike O'Hare	CES Mechanical
Member	Patrick Panza	Gai Consultants
Member	Jarrett Philips	Evoscape
Member	Steven Pollock	HelmsBriscoe
Member	Nancy Rodlun	OC Environmental Protection Division, Pollution Prevention
Member	Charlie Sanford	Organic Matters
Member	Dan Seabrook	OUC
Member	Adrienne Six	Visit Orlando
Member	Dean Skipper	OUC
Member	Kristopher Stenger	City of Winter Park
Member	Michelle Thatcher	U.S. Green Chamber of Commerce
Member	Maria Triscari	International Drive Resort Area Chamber of Commerce
Member	Doug Vaught	PrismOne Group Inc.
Participant	David Artibee	Hyatt Regency Orlando
Participant	Dennis Askins	Hilton Orlando
Participant	Candace Barnes	Universal Orlando
Participant	Walter Bear	Pointe Orlando
Participant	Paula Catledge	OCCC
Participant	John Chenoweth	Floriday Orlando Resort
Participant	Bob Copeland	Wyndham
Participant	Brad Elliot	Showalter Aviation
Participant	Ilianny Ferreras	DoubleTree Orlando at SeaWorld
Participant	Jay Ferreras	Seaworld Parks and Entertainment
Participant	Susan Godorov	Pointe Orlando
Participant	Shannon Gravitte	Mears Transportation
Participant	Josh Hendrix	Ronald McDonald House Chairities of Central Florida
Participant	Steve James	Universal Orlando

CATEGORY	NAME	COMPANY
Participant	Antonio Jones	DoubleTree Orlando at SeaWorld
Participant	Craig Leicester	Aloft Downtown
Participant	Tim Levin	MVWC
Participant	Megan Lewis	Swan & Dolphin
Participant	Russ Manion	Orange Lake Resorts
Participant	Neal McDonald	Orange lake Resorts
Participant	Anthony Norrow	Universal Orlando
Participant	David O'Neill	Amway Center
Participant	Oscar Osorio	Starwood Vacation Club
Participant	David Philips	Hyatt
Participant	Kate Reda	Wyndham
Participant	Jeff Reine	Lynx
Participant	Sally Russ	MVWC
Participant	Beverly Sison	Wyndham
Participant	Brandon Tidwell	Darden Restaurants
Participant	Rachel Torres	Starwood
Participant	Mario Villegas	Aloft Downtown
Participant	Herb Von Kluge	Plaza International / Brooksville Development
Participant	Bill Whelihan	MVWC
Participant	Keith E. Wolling	The Florida Hotel

ORLANDO DESTINATION SUSTAINABILITY REPORT CONTRIBUTORS

NAME	PROGRAM	MORE INFORMATION
David O'Neill	Amway Center	http://www.amwaycenter.com/
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Kris Stenger, Sustainability Coordinator	City of Winter Park	http://Cityofwinterpark.org/Pages/Government/Sustainability_Program.aspx
Robert Soviero	Orlando Bike Share	www.orlandobikeshare.com
Carson Chandler, Principal, Parquet Public Affairs	Drive Electric Orlando	http://driveelectricorlando.com/
Chuck Krivickas, Senior Engineering Tech Support	Duke Energy Rebate Program	http://www.duke-energy.com/
JoAnn Shearer	Florida Green Lodging	http://www.dep.state.fl.us/green-lodging/default.htm
Jeff Reine, Capital Planner	LYNX (Orange County Urban Transit)	http://www.golynx.com/
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Michael Harford, Commissioner	Osceola County Government	http://www.osceola.org/
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Michelle Leigh, Volusia County	Central Florida Energy Efficiency Alliance (CFEEA)	http://www.greenismybusiness.com/
Beth W. Cooper, Senior Vice President	Central Florida Gas - Merger- Florida Public Utilities	http://www.fpuc.com/
Rich Maladecki, President	Central Florida Hotel & Lodging Assoc.	www.cfhla.org

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Abby Gulden; Sustainability Coordinator	Orange County Convention Center	http://www.occc.net/
Lisa Howard; Central Florida Regional Manager	Florida Restaurant Lodging and Assoc. (FRLA)	http://www.frla.org/
Jeff Daniels; Assistant Director, Maintenance Operations	Greater Orlando Aviation Authority (GOAA)	http://www.orlandoairports.net/
Steven Pollock, President of Chapter	Green Meeting Industry Council Florida / Caribbean Chapter (GMIC)	http://www.gmicglobal.org/
Vic Laxson; VP of Central Florida	Hello Florida (DMC)	http://www.hello-usa.com/hello-florida/
Wrenda Goodwyn, Communications Director	I-Drive Resort Area Chamber of Commerce	http://www.internationaldrivechamber.com/
Dianne Christie, President	Meeting Professionals International (MPI) - Greater Orlando Chapter	http://www.mpiweb.org/Home
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Cheryl Grieb, Commissioner	Kissimmee City Commission	http://www.experiencekissimmee.com/
Danny Trosset	Seminole County CVB	http://www.visitseminole.com/
Amy Lockhart; Events Coordinator	Seminole County Government	http://www.seminolecountyfl.gov/index.aspx
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Marianne Gurnee	SunRail	http://corporate.sunrail.com/
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Michelle Thatcher	U.S. Green Chamber of Commerce	http://www.usgreenchamber.com/blog/central-florida-is-an-attractive-location-for-green-business/

NAME	PROGRAM	MORE INFORMATION
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Dr. Jill Fjelstul, Associate Professor	University of Central Florida Rosen College of Hospitality Management	http://hospitality.ucf.edu/
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Roberta Atzori, Graduate Research Assistant & Ph. D Student	University of Central Florida Rosen College of Hospitality Management	http://hospitality.ucf.edu/
Brian Martin; Corporate Communications Director	Visit Orlando	http://www.visitorlando.com/
Carrie Miller, Sustainability Specialist	Waste Management	http://www.wm.com/thinkgreen/recycling-business.jsp
Jerry Warren; Director	Winter Park Electric	http://Cityofwinterpark.org/Pages/Departments/Electric_Utility.aspx

APPENDIX B – GDO FACILITY PROGRAM

The Program

Central Florida is cementing its position as a sustainability pioneer with a program that will change the way travelers, businesses, and industries look at what hospitality means moving forward.

1st – Register and become a participant

2nd – Complete checklist #1 within the 1st year (Perform Inventory and Analysis) – Understand the Existing Condition, Identify and Analyze Opportunities

Continual improvement - once 10 of the 20 available points are achieved on checklist #1

3rd - Move on to checklist #2 (Making Changes) – Start with low cost improvements, and work towards more substantial opportunities with continuous improvement. Checklist will be completed on an annual basis.

Based on 100 total available points, achieve a rating

40-49 points = **Blue**

50-59 points = **Teal**

60-69 points = **Green**

70-100 points = **Evergreen**

Why Participate

Buildings are responsible for a large portion of the environmental footprint of human activity. In the U.S. alone, hotels represent more than five billion square feet of space, nearly five million guestrooms,²⁸ and close to four billion dollars in annual energy use.²⁹ Hospitality facilities have the opportunity to

reduce negative environmental impacts through measures such as energy and water efficiency, waste reduction, sustainable and local purchasing, and use of alternative transportation. Green buildings can use 26% less energy,³⁰ emit 33% less CO₂,³¹ use 30% less indoor water,³² and send up to 75% less solid waste to landfills,³³ all this while providing healthy, comfortable and productive indoor environments. In addition some positive aspects of green buildings are:

- Meeting consumer and meeting planner expectations
- Substantial marketing advantages
- Reduced operating costs
- Meeting brand sustainable initiatives
- Assist in achieving green certifications and designations
- Obtaining USGBC expertise and credibility

²⁸ American Hotel and Lodging Association

²⁹ U.S. Environmental Protection Agency, form 1999 Commercial Building Energy Consumption Survey

³⁰ U.S. General Services Administration Public Buildings Service. Assessing Green Building Performance, 2008.

³¹ U.S. General Services Administration Public Buildings Service. Assessing Green Building Performance, 2008.

³² Kats, G. The Costs of Financial Benefits of Green Buildings. Capital E. Washington, D.C. 2003

³³ Kats, G. The Costs of Financial Benefits of Green Buildings. Capital E. Washington, D.C. 2003



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GREENVIEW

