

# Introducing the Jacksonville “Green Map” Initiative



North  
Florida



Presented at the “2011 Jacksonville Environmental Symposium: Building a Greener Quality of Life”  
August 19, 2011, University of North Florida, by J. David Lambert, Ph.D.

**The Jacksonville Green Map** is a map of our city that tells our good news story by highlighting what we as a community are doing to achieve environmental and human sustainability.

<http://www.opengreenmap.org/greenmap/jacksonville>

*An educational resource that highlights and documents Jacksonville's progress on sustainability.*

Jacksonville | Open Green Map - Windows Internet Explorer

http://www.opengreenmap.org/greenmap/jacksonville

Jacksonville Green Map Initiative

Languages English

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open GREEN MAP

# Jacksonville

Jacksonville United States

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Map

Use this Legend To customize the map. Click category, checkbox or icons to turn related sites On/Off

Mouse over the Icons for definitions

More: Click tabs above for Map Info or Search

Legend Info Search

### Green Map Icons

- Sustainable Living
- Nature
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<http://www.opengreenmap.org/greenmap/jacksonville>

# Fall 2010 – Jacksonville joins the International “Green Map” Movement

*Facilitated by:*



North  
Florida



A screenshot of the Green Map website interface in a Windows Internet Explorer browser window. The browser address bar shows 'http://www.greenmap.org/greenhouse/en/map/user'. The website header includes the 'GREEN MAP' logo and the tagline 'DIRECTIONS TO A SUSTAINABLE FUTURE'. A navigation menu contains links for 'Maps', 'Mapmakers', 'About', 'Resources', 'Participate', 'News', and 'Services'. The main content area is titled 'Green Mapmakers Around the World' and includes a search box, a 'BEST OF GREEN' award badge, and a list of 'Ways to Explore'. A world map is displayed with numerous green location pins. The footer includes a 'DONATE' button, a 'STORE' button, a 'GO MOBILE!' button, social media icons for Facebook, Twitter, YouTube, and Flickr, and a newsletter sign-up form.

[www.greenmap.org](http://www.greenmap.org)



# Think Global, Map Local!

- Green Map Systems gives mapmaking teams the tools needed to create a map, and by letting teams use its *“universal iconography”*, provides the means for local teams to be understood by and connected to the rest of the world.
- Cost efficient, easy-to-use technology

<http://www.opengreenmap.org/greenmap/jacksonville>

# Universal Green Map Icons

Green Map Systems designs & defines the icons, the mapmaker decides the criteria for each designation.

## Icon Pattern Chart



Green Map Icons V3 were designed using our own Pattern Language that helped determine the design for each icon in the global set. Many of the elements shown on this page can be re-combined by you to make local icons that harmonize with the global set. Find out more at [GreenMap.org/icons](http://GreenMap.org/icons)  
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|          |            |                |                   |                     |
|----------|------------|----------------|-------------------|---------------------|
| Eco      | Building   | Global         | Eco Certification | Indigenous / Local  |
| Growing  | Store      | Landmark       | Positive          | Organization / Club |
| Garden   | Enterprise | View           | Fair              | Community           |
| Trees    | Café       | Energy         | Caution           | People              |
| Wildlife | Tourism    | Solar          | Negative          | Person to Person    |
| Water    | Bicycle    | Drinking Water | Danger            | House               |
| Food     | Media      | Alight         | Waste             | Lock                |

<http://www.opengreenmap.org/greenmap/jacksonville>

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Map Satellite Hybrid Terrain

LEED Certified Building -- UNF Social Sciences Building, 51

1 UNF Drive  
Building 51  
Jacksonville

added 10/2010 by Jacksonville

Snipping T

Legend Info Search Select the w capture.

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**LEED Certified Gold Building -- UNF College of Education & Human Services, Building 57**

---



★★★★★  
Add first comment

1 UNF Drive  
Building 57  
Jacksonville  
904-620-2520

Jacksonville  
added 03/2011 by Jacksonville

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## LEED Certified Gold Building -- UNF

1 UNF Drive  
Building 57  
Jacksonville  
FL 32224

Overview Comments Connections Multimedia Impacts

The new College of Education and Human Services building on the University of North Florida campus has been certified LEED (Leadership in Energy & Environmental Design) Gold by the U. S. Green Building Council. It is the first building on the UNF campus to achieve this recognition.

The building consists of approximately 107,000 gross square feet on three floors and is located on the West side of the campus core between the Thomas G. Carpenter Library and the recently completed Student Union Building. Interior spaces include teaching labs, faculty offices, meeting rooms and support spaces. The construction cost for this project was \$18 million dollars.

The University of North Florida's College of Education and Human Services is accredited and approved to award the baccalaureate, masters, and doctor of education degrees, by the National Council for Accreditation of Teacher Education (NCATE), Council for Accreditation of Counseling and Related Educational Programs (CACREP), Council on Education of the Deaf (CED) and

No votes yet

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<http://www.opengreenmap.org/greenmap/jacksonville>

# Every Green Map site has a story

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## LEED Certified Gold Building -- UNF

1 UNF Drive  
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★★★★★  
No votes yet

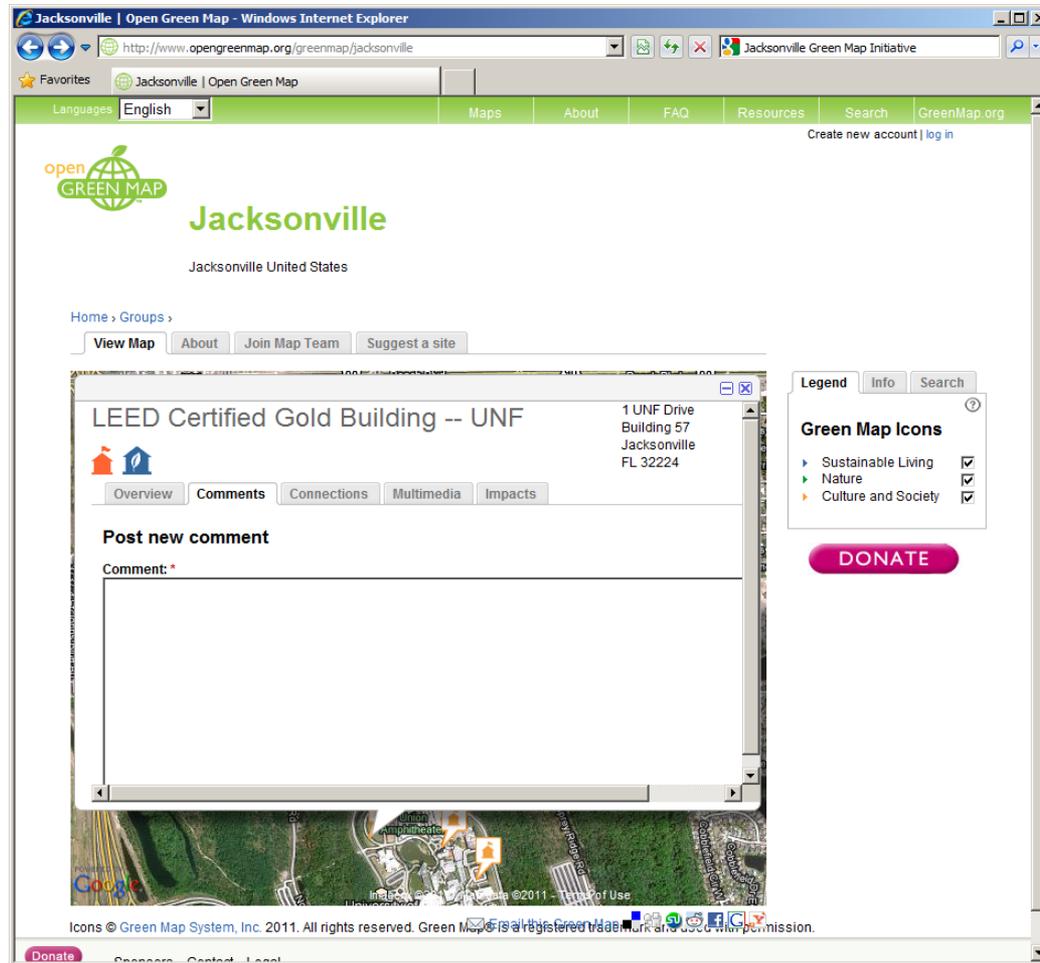
0 comments  
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<http://www.opengreenmap.org/greenmap/jacksonville>

# Viewers can make comments about a site



<http://www.opengreenmap.org/greenmap/jacksonville>

# Viewers can make Connections and Comparisons with other Green Map sites

Jacksonville | Open Green Map - Windows Internet Explorer

http://www.opengreenmap.org/greenmap/jacksonville

Jacksonville Green Map Initiative

English

Maps About FAQ Resources Search GreenMap.org

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Jacksonville United States

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LEED Certified Gold Building -- UNF

1 UNF Drive  
Building 57  
Jacksonville  
FL 32224

Overview Comments Connections Multimedia Impacts

Compare related sites, explore the related maps, find out about volunteering, how to get here and more. Soon, you will find ways to share this map here, too.

Related Sites

Related Maps

Getting Here

Contacts

Every site using the same primary Icon on Open Green Map is automatically linked here. You can compare different approaches and solutions on this map and others around the world.

Other Sites on Map

- Florida State College at Jacksonville Maritime Fire Simulator Jacksonville
- LEED Certified Silver Building -- UNF Parking & Transportation Services, 52 Jacksonville
- LEED Certified Building, Bishop John J. Snyder High School Jacksonville

Legend Info Search

Green Map Icons

- Sustainable Living
- Nature
- Culture and Society

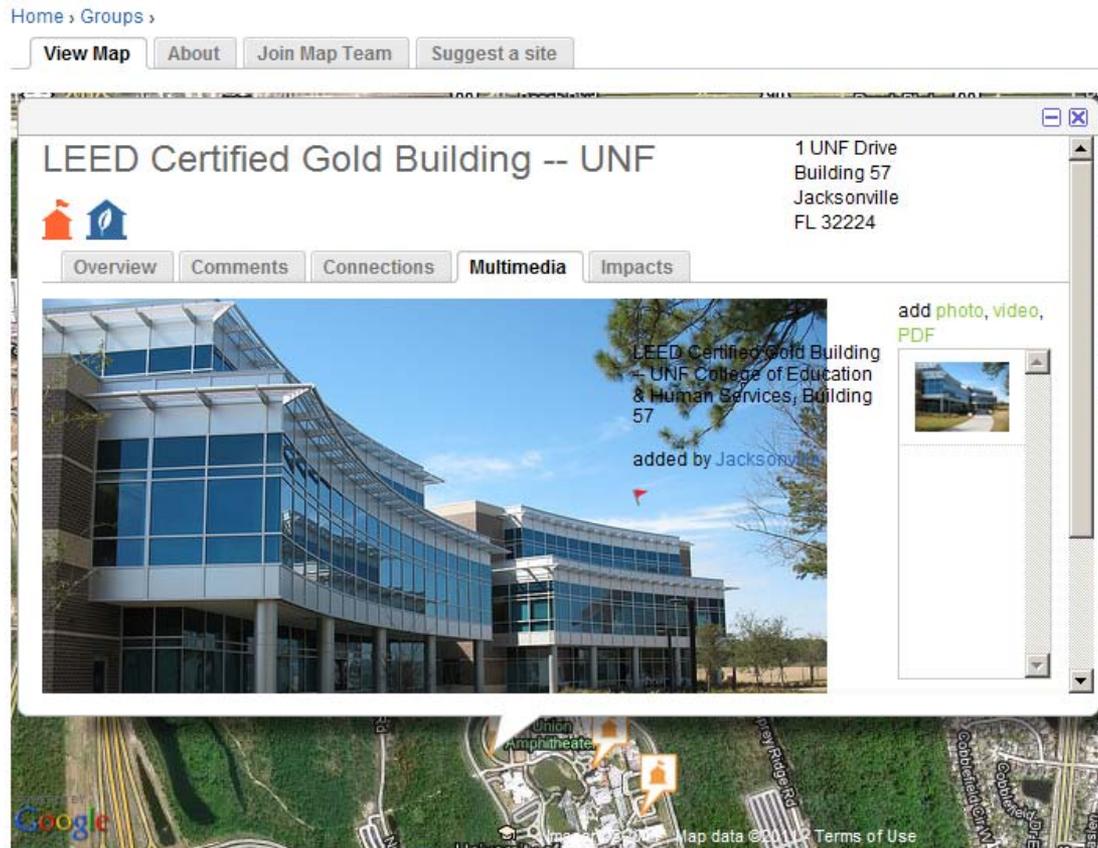
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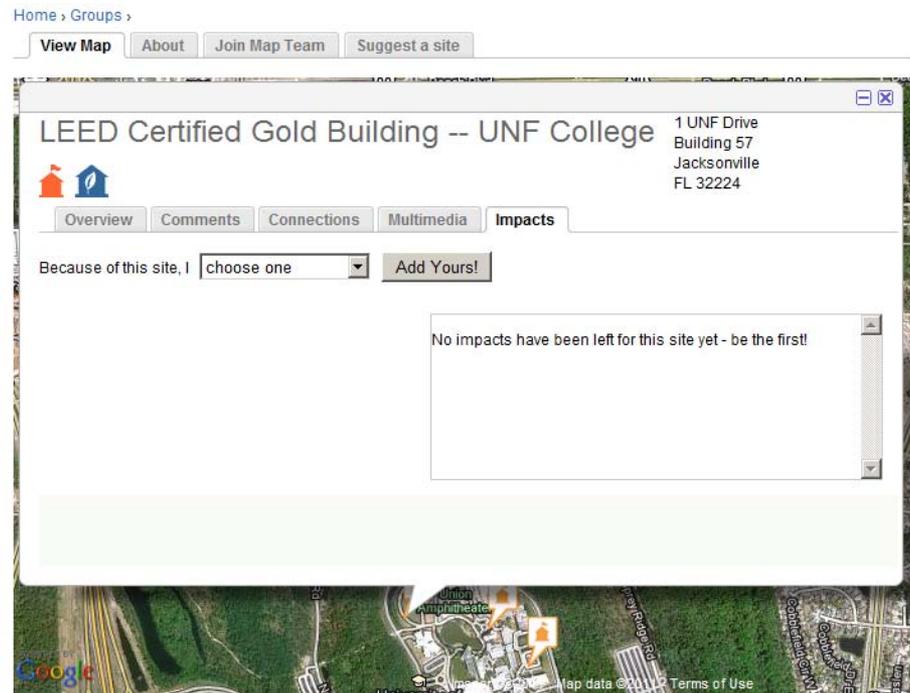
<http://www.opengreenmap.org/greenmap/jacksonville>

# Photos, videos, and PDF documents can enhance the educational value of each site



<http://www.opengreenmap.org/greenmap/jacksonville>

- **Because of this site, I:**
  - *Changed a habit*
  - *Greened my work*
  - *Saved CO2*
  - *Protected Nature*
  - *Raised Awareness*
  - *Connected Locally*
  - *Took Action*



<http://www.opengreenmap.org/greenmap/jacksonville>

The Green Map recognizes private enterprises that make a commitment to conserve and protect Florida's natural resources.

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### Hyatt Regency Jacksonville Riverfront

225 Coastline Drive East  
Jacksonville  
FL 32202

Overview Comments Connections Multimedia Impacts

Hyatt Regency Jacksonville Riverfront is a certified Florida Green Lodging Facility. The Florida Green Lodging Program is a voluntary initiative of the Florida Department of Environmental Protection (DEP) that designates and recognizes lodging facilities that make a commitment to conserve and protect Florida's natural resources. The program's environmental guidelines allow the hospitality industry to evaluate its operations, set goals and take specific actions to continuously improve environmental performance. Designated members of the voluntary Florida Green Lodging Program adopt numerous green practices that conserve energy, reduce water consumption, protect air quality and reduce waste.



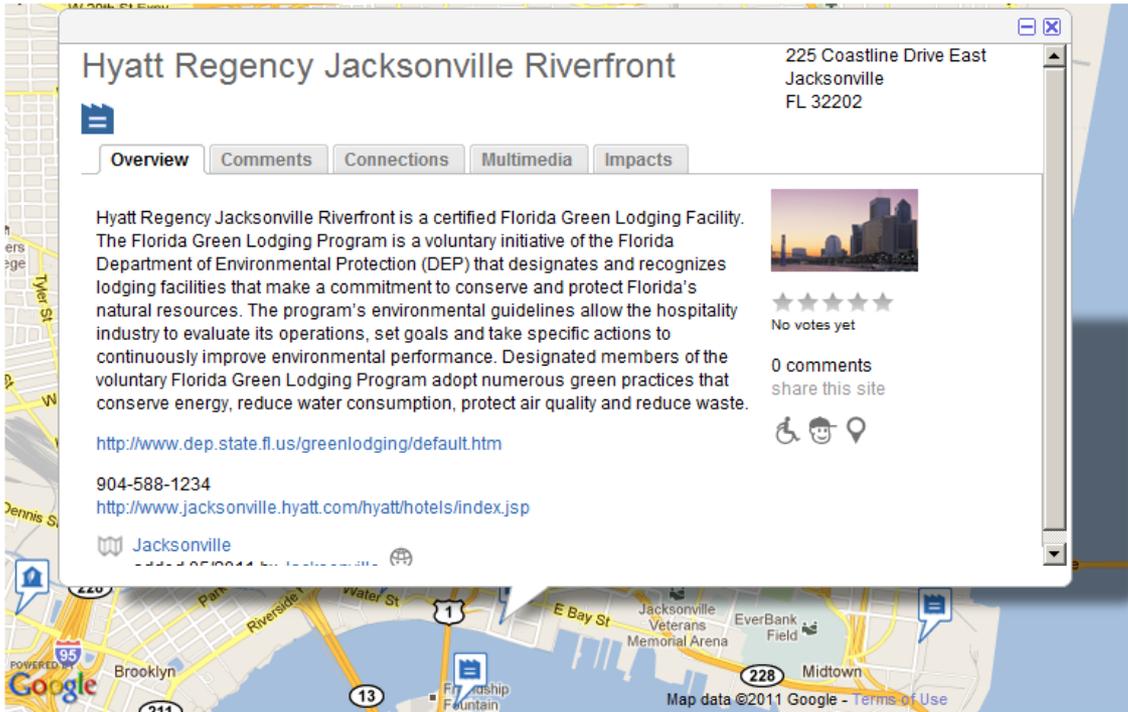
★★★★★  
No votes yet

0 comments  
share this site

<http://www.dep.state.fl.us/greenlodging/default.htm>

904-588-1234  
<http://www.jacksonville.hyatt.com/hyatt/hotels/index.jsp>

Jacksonville



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<http://www.opengreenmap.org/greenmap/jacksonville>

# The Green Map can be a PORTAL to lead the public to your program's website

Home › Groups ›

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## Beach Marine

2315 Beach Boulevard  
Jacksonville Beach  
FL 32250

[Overview](#) [Comments](#) [Connections](#) [Multimedia](#) [Impacts](#)

The Beach Marine marina is a designated Florida Clean Marina. The Florida Clean Marina Program is a voluntary designation program with a proactive approach to environmental stewardship. Participants receive assistance in implementing Best Management Practices through on-site and distance technical assistance, mentoring by other Clean Marinas and continuing education. To become designated as a Clean Marina, facilities must implement a set of environmental measures designed to protect Floridas waterways. These measures address critical environmental issues such as sensitive habitat, waste management, stormwater control, spill prevention and emergency preparedness. Designated facilities and those facilities seeking designation receive ongoing technical support from the Florida Clean Marina Program and the Clean Boating Partnership.



★★★★★  
No votes yet

0 comments  
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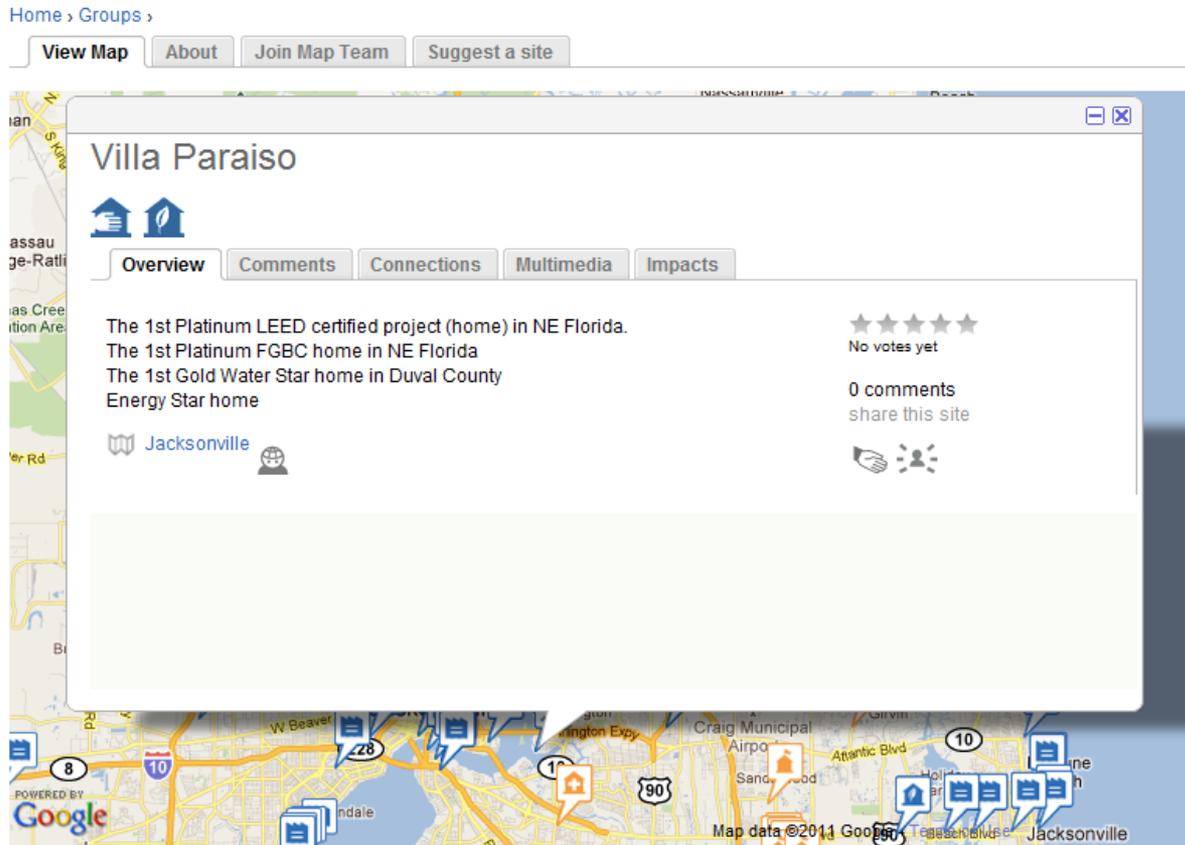
<http://www.dep.state.fl.us/cleanmarina/marinas.htm#ne>  
<http://www.dep.state.fl.us/cleanmarina/about.htm>

(904) 694-2043

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<http://www.opengreenmap.org/greenmap/jacksonville>

The Green Map can help educate the public  
about Sustainability Milestones --  
An example: 1<sup>st</sup> Platinum LEED Certified Home in NE Florida



<http://www.opengreenmap.org/greenmap/jacksonville>

# The Green Map can help educate the public about your organization's green initiatives...

Home > Groups >

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## E85 Fueling Station

555 W 44th Street  
jacksonville  
FL



[Overview](#) [Comments](#) [Connections](#) [Multimedia](#) [Impacts](#)

44% of the JEA vehicle fleet is capable of using alternative fuels such as biodiesel & ethanol. As a result of these efforts, JEA was recently ranked in the top 100 of U.S. fleets utilizing alternative fuels by Automotive Fleet Magazine. JEA has been using biodiesel (a renewable fuel) since Spring 2001. It expanded to E85 fuel in 2004, and E10 in 2007.



★★★★★  
No votes yet

0 comments  
share this site



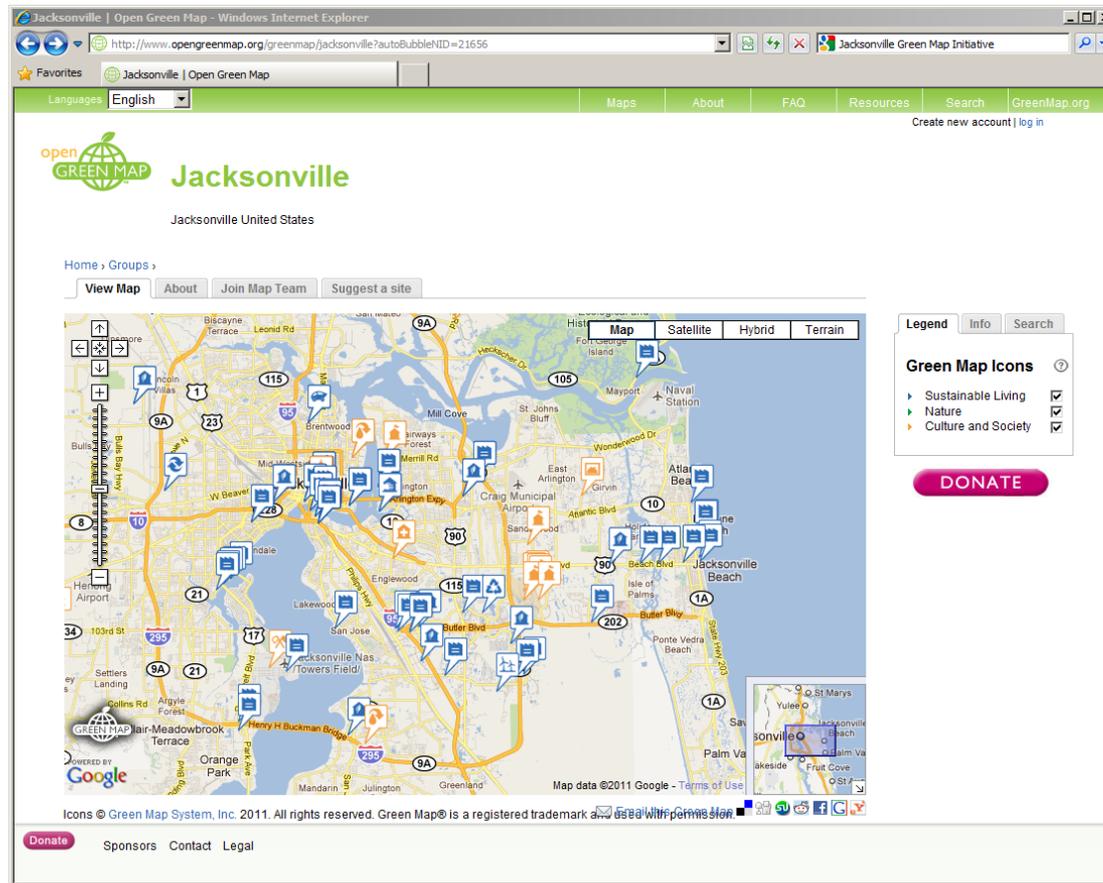
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<http://www.opengreenmap.org/greenmap/jacksonville>

# Educators can use the Green Map as a “cool tool” for teaching sustainability concepts (with in-your-neighborhood examples)



<http://www.opengreenmap.org/greenmap/jacksonville>

# You can add the Jacksonville Green Map to your website

The screenshot shows the Green Map System website in a browser window. The page features a navigation menu with options like Maps, Mapmakers, About, Resources, Participate, News, and Services. A central section titled 'Widgets' lists various tools available for integration, such as 'What's Green Nearby?', 'Green Map Atlas', 'Globally Sourced Green News and Multimedia', 'Show Your Support for this Movement', and 'Green Map Icon Glossary'. A sidebar on the right includes a search bar, a 'DONATE' button, a 'STORE' button, a 'GO MOBILE!' button, social media icons for Facebook, Twitter, YouTube, and Flickr, and a 'Who's online' section showing 2 mapmakers and 780 guests. The footer contains the text 'Think Global,'.

Widgets | Green Map System - Windows Internet Explorer  
http://www.greenmap.org/greenhouse/en/resources/widgets  
Jacksonville Green Map Initiative

English / Español / 中文 Chinese / 日本語 Japanese / Bahasa Indonesian

GREEN MAP DIRECTIONS TO A SUSTAINABLE FUTURE go to open GREEN MAP

Maps | Mapmakers | About | Resources | Participate | News | Services

Resources

- Introduction
- Green Map Atlas
- Our Books & Media
- Map Stories

**Widgets**

Green Map System is pleased to share a new and exciting resource with you!

Each of these Widgets will engage your website's audience in a colorful new way. Click to add relevant, dynamic content from Green Map's global network. Enhance your world GreenMap.org/widgets

**GREEN MAP**

**What's Green Nearby?™**  
An invaluable resource, this widget provides a quick way to search Open Green Map's array of green sites around the world!

**Green Map Atlas**  
Provides instant access to hundreds of Green Maps created locally in a sortable widget.

**Globally Sourced Green News and Multimedia**  
Provides a fresh perspective on community engagement, skill-building and project impacts from a diversity of locales in 55 countries.

**Show Your Support for this Movement**  
Display locally-published Green Maps! Each is a unique expression of a community going green.

**Green Map Icon Glossary**  
Explore the meaning of each icon and discover the elements of sustainability.

GO  
Google Custom Search

**DONATE**

**STORE**

**GO MOBILE!**

f t YouTube fr

**Who's online**

There are currently 2 Mapmakers and 780 guests online.

- Jacksonville
- Wendy at Green Map

**My Green Map**

- My Account
- My Maps
- My Tools
- My Blog
- My Events
- My Albums
- My Discussions
- My Notifications
- Logout

• Explore locally published Green Maps uploaded by Green Mapmakers in hundreds of locales. Each visitor can choose to see these powerful expressions in random order, or by newest first, etc. It's

Think Global,

<http://www.opengreenmap.org/greenmap/jacksonville>

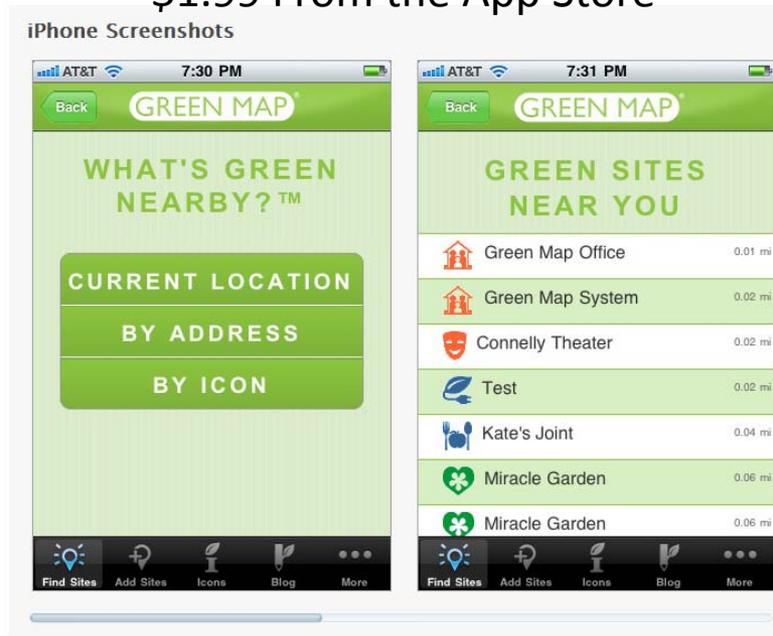
# TAKE GREEN MAP WITH YOU

on your mobile or your iPhone

Visit [GreenMap.org](http://GreenMap.org) on your phone  
or click here for Green Map in the appstore



\$1.99 From the App Store



# You can suggest a site to the Jacksonville Green Map Team



Jacksonville

Jacksonville United States

Home > Groups >

View Map

About

Join Map Team

Suggest a site

A screenshot of the Jacksonville Green Map Initiative website. The main content is a map of Jacksonville, Florida, with various green map markers (icons of trees, buildings, and nature) placed across the city. A callout box is visible over the map, titled "Jacksonville Green Map Initiative". The callout box contains a five-star rating, a comment button labeled "Add first comment", and the text "Jacksonville added 05/2011 by Derrick Robinson". The map interface includes navigation controls on the left and a map style selector (Map, Satellite, Hybrid, Terrain) at the top right. The text "more info" with a plus and close icon is also present in the callout box.

<http://www.opengreenmap.org/greenmap/jacksonville>

# ***Wanted:***

## ***Volunteer Content Coordinators***

- **A Content Coordinator is someone affiliated with a particular content group with a focus on some area of sustainability and/or environmental awareness.**
  - Suggest and add sites that are within each coordinator's area of expertise, concentration, or focus.
  - Work closely with other community stakeholders affiliated with a coordinators group, to maintain an updated list of projects, initiatives, etc. within the content group.

NOTE: Green Map Team administrators will ultimately have final vetting privileges for any site added to the Jacksonville Green Map to maintain the quality and integrity of the project.

<http://www.opengreenmap.org/greenmap/jacksonville>

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