

# Environmental Action Plans

A (waterfront) planning and implementation process incorporating environmental standards and sustainable building principals. Plans for marina development provide industry and market analysis, strategic management information, and financial assumptions. Each plan is used as a basis for decision making about mandatory and proposed 'Sustainable Site Requirements' for specific waterfront destinations. Action Plans can be included as a supplement to current business plans and management practices; or used as stand alone capital improvement funding program.



## ***Assess Your Needs and Involvement***

### **Blue Manufacturers**

Product manufacturers and suppliers may need conformation about product performance or may need to re-package a market focus. Companies interested in a Blue Program and templates for sustainable procedures are invited to join us and contribute to the process.

### **Blue Products**

TECHBlue resources include checklists, sample standards and metric information to help you evaluate sustainable products for the waterfront.

### **Reviews**

**Sustainable Site Assessments** – simple checklist of waterfront status.

**Product Reviews** - database libraries designed to review sustainable products and their usage at waterfront destinations.

**Clean Marina Reviews** – database libraries designed to review clean marinas & waterfront destinations for environmental policies. Clean Marina facilities offer examples of how best to manage access to our local waterways; and they are natural locations to exhibit where good environmental stewardship begins.

**The Blue Review** – a quarterly newsletter featuring tips and techniques for sustainable waterfront construction.

### **Community Outreach**

Collaboration between community leaders and waterfront professionals is an essential component to environmental action planning. Investigate industry associations, trade shows, Marina Day activities and nonprofit involvement with our resources.

### **Clean Waterfront Alliances**

Each site presents unique problems for a team of professionals and their ability to implement sustainable plans. TECHBlue facilitates team development and provides a central location dedicated to mutual goals.

### **Confidence**

Price points, patents and proprietary information need to be kept confidential. TECHBlue provides resources for protecting confidential data and separating the public from the private.

### **Monitoring**

Action Plans provide a method for future reports and training. Ongoing vigilance using inter or intra net capabilities is offered with TECHBlue. Portfolio marketing displays and presentation touch screens help promote the process.



Clean Water • Clean Marinas • Learning Laboratories

### **Contact**

Dale Gilbert  
P.O. Box 3594  
Ponte Vedra, FL 32004  
Phone: 904-473.7850  
[www.cleanwaterfront.net](http://www.cleanwaterfront.net)