



Briefing Sheet: Tiny Green Home exhibit

Goals

- Currently, there are a wide array of resource sustainability technologies and programs available for residents. However, many residents have yet to participate in these programs. The **Tiny Green Home exhibit**, will serve to educate and engage residents visiting the Orlando Science Center, as well as traveling to local events, schools, and other venues. The hands-on learning and interactive displays encourage visitors to participate in existing program offerings from both the City and OUC. The Greenest, Tiniest House exhibit will have both permanent and interchangeable displays to match target audiences and evolve over time.

ACCC Project Overview

- The Tiny Green Home exhibit is intended to engage residents on existing clean energy (energy efficiency, renewables, storage) vehicle electrification, water efficiency and conservation, as well as additional sustainability and resiliency programs. The mobile center will provide engaging displays for residents of all ages to educate, generate interest, and provide immediate next steps and opportunities for program sign-ups.

Targeted audience:

- Orlando residents: Home owners, Renters, Students, Low-income, Other

Topics covered:

- Primary focus (*relatively* permanent displays): Energy efficiency, renewable energy, energy storage, electric vehicles, water efficiency/conservation
- Secondary focus (roll-in displays): Urban agriculture, solid waste, waste water

Key objectives include:

- Launch by October 31st, 2020
- Engage 20,000 residents per year
- Increase participation in key energy efficiency, renewable energy and electric vehicle programs, primarily OUC programs.
- Increase participation in food, waste and other sustainable living programs, primarily GW programs.



Timeline*

- June 11 / 16 – Alliance board approval
- July 23 – Families, Parks and Recreation board approval
- Aug 10 – City Council approval
- Aug 15 – OSC executes contract
- Sep 1 – 30% Stakeholder review
- Sep 15 – 50% Stakeholder review
- Sep 30 – 90% Stakeholder review
- Oct 15 Testing/Commissioning
- Oct 31 - Launch

**Subject to change*

Main strategies:

Design:

- Design-build process: Little Architecture will lead a collaborative design-build process between the City, OSC, and OUC.
- Vision: Together, the three parties will create a vision for the exhibit, integrating existing OUC and City sustainability programs.
- Displays: OSC will lead developing engaging displays to demonstrate programs.
- Messaging: OUC marketing team will develop concepts for interior and exterior signage, messaging, etc. guided with expertise from the OSC.
- Procurement: OSC will lead the procurement process.
- Ownership: OSC will own, operate, staff, and maintain the center.

Marketing:

- The City, OUC and OSC will collaborate to run parallel marketing efforts to generate community interest in the mobile resource center and reinforce goals to increase participation in various energy and sustainability programs. Particularly, outreach will target events with receptive audiences such environmental events, schools, etc.

Modes of operation:

- Stationary: The exhibit will be open for visitors at the Orlando Science Center during peak hours and staffed by OSC.
- Deployment: The exhibit will be deployed to events. The party requesting deployment to the event will be responsible for providing staff, towing and insurance/responsibility.

Funding:

- Capital cost are not to exceed \$100,000.
- City Green Works and OUC will cost-share, 50/50. City
- Facilities Division will provide an additional \$15,000 for site preparation.
- Operation and maintenance costs: OUC will pay OSC \$24,500/year for two years to cover OSC staffing, maintenance, and materials for the center.



- The Natural Resources Defense Council will provide \$15,000 for design services, by Little Online, an architecture firm.