

St. Lucie County, FL, a medium sized county in Florida with a population of just over 270,000 has made multiple efforts to go green in recent months.

St. Lucie chose to participate in the "Change the World, Start with ENERGY STAR" campaign, choosing to focus on the initial principle of changing a light. St. Lucie's Environmental Resources Department and Oxbow Eco-Center staff kicked off the campaign at the Oxbow's Earth Day Celebration in April. They sent out an initial press release about the event/program. They also had the copy posted on the county's website as one of the main feature articles on various sections (Home/Resident/Business/Government). This rotated around for a few weeks, before they placed a short bit of text about the "Change A Light" program with a link to more info on the home page in the upper right-hand corner ([www.stlucieco.gov](http://www.stlucieco.gov)). As the campaign grew, they sent out a least one (maybe two) releases that reported the success of the campaign, which is tracked via the web.

Around the time of the program launch they also did a show focusing on what the county has done to "Go Green." It was part of their normal monthly government affairs show (Inside St. Lucie), but for each show they created a new segment (3-5 minutes) that gives residents tips on what they can do to "Go Green" or provides some insight into what the county is doing.

Example of show:

<http://stluciefl.iqm2.com/citizens/VideoScreen.aspx?MediaURL=mms://Media2.IQM2.com/a1607/o21/StLucieFL/1351.wmv>

Additionally, they created a small section on the home page that offers residents tips on "Going Green," which will change each month.

They're also working to create an "extended" version of the "Going Green" segment that recaps some of the information they discussed in the April - Inside St. Lucie show (things such as native, drought-tolerant vegetation in the medians, green building efforts, water conservation programs, etc).