

Austin's Carbon Footprint Calculator



Sascha Petersen

Electric Utility Commission

January 25th, 2010

Topics

- Purpose
- Calculator Overview
- Calculator Functionality
- Implementation & Evaluation
- Questions

Purpose

➤ Education

- Educate citizens about the factors that make up a carbon footprint

➤ Reduce community greenhouse gas emissions

- Provide a tool that will assist citizens in reducing their carbon footprint

➤ Engage the community

- Inspire carbon reduction actions within the Austin community



Calculator Overview

Calculator Overview

- User-friendly tool allows residents to determine greenhouse gas emissions produced by their daily activities.
- Comprehensive Footprint Analysis
 - Electricity and Natural Gas
 - Water and Wastewater
 - Solid Waste
 - Personal Transportation
 - Lifestyle

Calculator Overview

- Ability to automatically upload residential utility customer usage information
- Social networking capability
- Promote City of Austin efficiency and environmental programs



Functionality

Austin Specific



My Profile
► **My Calculator**
My Community

Offsets
Kids
Calculators

Login

Making Austin Livable



Email:

Password:

► Login

► Not Registered?

► Forgot Password?


Thank you for choosing to learn about your carbon impact on Austin. Please take a few minutes to calculate your footprint and discover ways the City is working with citizens to make Austin a more livable city.

Use the Calculator and receive prizes. Click [here](#) to find out about our Calculator Reward Program.

New to Carbon? Hesitant to sign up? Try our simple [One Minute Calculator](#).

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Individual Profiles

**Austin Climate Protection Program**
Cool Austin. Cool Planet.™

[My Profile](#)
[My Calculator](#)
[My Community](#)

[Offsets](#)
[Kids](#)
[Calculators](#)

[Logout](#)

Making Austin Livable

You are signed in as **Lisa B**

1. Welcome

2. User Guide

3. View Profile

4. Customize


5. Calculate

Summary

NEW TO CARBON?
try our One Minute Calculator

invite a friend
encourage your friends to join

About Me
+ Edit Profile



Joe Austin

My Footprint
13.1

My Goals
4.4

Metric Tons

Start over with an average footprint

Clear and start over

My Community 78702

Welcome to the Austin's Carbon Footprint Calculator. Use this page to view and change your information, including your footprint, your home location, and the networks you've joined. Other people can see this page if the two of you share a network, and you can see other people's profile page as well.

MY NETWORKS

My people

I have 3 people in 78702

My Groups

I am in one group: N.Y. Jets for Climate Protection

My Discussions

I am not participating in any of the site's 7 discussions

My City

City of Austin

[Continue >>](#)

Footprint Calculations

2	3	4	5
Water Use	Waste	Personal Travel	Food
Energy Use Footprint Calculator <p>Answer each question to calculate your energy use impact. Be sure to click "Continue" in questions every time you make changes that would affect subsequent questions. For example, if you update the Household size question, be sure to go back and update the Electricity, Renewable energy, Heating, Water use and Waste questions by clicking "Continue".</p>			
<div> <div>+</div> <div>Household size</div> <div>✓</div> </div>			
<div> <div>+</div> <div>City of Austin utility account</div> </div>			
<div> <div>-</div> <div>Electricity [dollars spent]</div> <div>?</div> </div> <p>To automatically upload your personal utility data, go to the profile page and enter your account number and zip code. Please remember click "Update" before leaving that page.</p> <p>Typically I spend this much on electricity...</p> <div> <input type="text" value="150.0"/> <div>dollars / month</div> </div> <div> <div>Clear Answers</div> <div>Continue</div> </div>			
<div> <div>+</div> <div>Renewable energy</div> <div>✓</div> </div>			
<div> <div>+</div> <div>Heating fuel [dollars spent]</div> <div>0.47 Metric Tons</div> <div>✓</div> </div>			
<div> <div>+</div> <div>Home offsets</div> </div>			
<< Back to Customize		Continue to Water Use >>	

Energy Use Calculator

Water Use Calculator

2	3	4	5
Water Use	Waste	Personal Travel	Food
Water Use Footprint Calculator <p>Answer each question to calculate your water use impact. Be sure to click "Continue" in questions every time you make changes that would affect subsequent questions.</p>			
<div> <div>+</div> <div>Household water use</div> <div>?</div> </div> <p>To automatically upload your personal utility data, go to the profile page and enter your account number and zip code. Please remember click "Update" before leaving that page.</p> <p>Typically, my household uses this much water...</p> <div> <input type="text" value="7800.0"/> <div>gallons / month</div> </div> <p>The average person in Austin uses about 100 gallons of water per day or 3,000 gallons of water per month.</p> <div> <input type="checkbox"/> <div>Don't know - use average</div> </div> <div> <div>Clear Answers</div> <div>Continue</div> </div>			
<< Back to Energy Use		Continue to Waste >>	

Education

1

Energy Use

2

Water Use

3

Waste

4

Personal Travel

5

Food

6

Tips

7

Summary

NEW TO CARBON?

try our One Minute Calculator

invite a friend

encourage your friends to join

Personal Travel Footprint Calculator

Answer each question to calculate your personal travel impact. Be sure to click "Continue" in questions every time you make changes that would affect subsequent questions.

+ Vehicle [distance] add

2.80 Metric Tons ✓

+ Air travel [number of flights]

1.81 Metric Tons ✓

+ Commuter rail [time]

+ Public bus [time]

0.08 Metric Tons ✓

+ Commuter bus [time]

0.07 Metric Tons ✓

- Bicycle

In an average month, I spend this many hours cycling as a commute

4.0

Clear Answers

Continue

+ Walking

0.00 Metric Tons ✓

+ Scooter

0.00 Metric Tons ✓

+ Recreational & leisure vehicles

<< Back to Waste

Continue to Food >>

Metric Tons of CO₂ / year

Category	Metric Tons of CO ₂ / year
My Footprint	13.2
Average Person in United States	12.6
Average Person in Austin	11.4

Compare your footprint with the average person in:

Abu Dhabi

Show: ☒ Countries ☐ Cities

☐ With Goods and Services Footprint

11

Promotes COA Programs

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Tips

To review tips and set goals, click to open each category and question. Tips will only appear for questions that have been answered.

The "My Footprint" graph will display the net footprint obtained from subtracting the reductions from your tips by your total footprint from each section.

Energy Use

Electricity [dollars spent]

+ Upgrade your AC 0.17 Metric Tons ✓

+ Sign-up for GreenChoice®

+ Install solar panels

+ Use ENERGY STAR® Appliances

Insulate your home

Proper insulation helps keep your home cool in the summer. You can cut up to 20 percent from your energy bill by installing good quality attic insulation. Visit Austin Energy's [Home Performance with ENERGY STAR®](#) for attic insulation and window rebates or become a [Power Saver Volunteer](#). Income qualified customers can receive free weatherization home improvements. Find out more about the [Free Home Improvements program](#).

I commit to adequately insulating and weatherizing my home this year.

☐ insulate your attic decrease energy use about 5% and save \$90 per year

☐ upgrade your windows and save up to \$100 a year

✓ Make it a goal ✓ Done ✗ No thank you

+ Adjust your thermostat 0.08 Metric Tons ✓

+ Energy-saving behaviors 0.98 Metric Tons ✓

Heating fuel [dollars spent]

+ Water Use

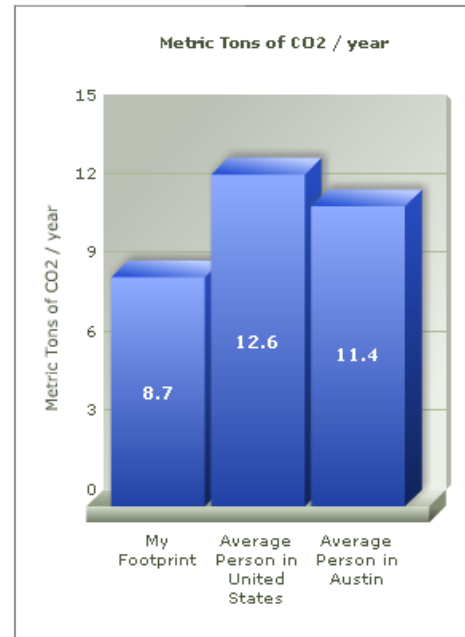
+ Waste

+ Personal Travel

+ Food

<< Back to Food

Continue to the Summary >>




Compare your footprint with the average person in:

Abu Dhabi

Show: ☒ Countries ☐ Cities

☐ With Goods and Services Footprint

Social Networking Tools

**Austin Climate Protection Program**
Cool Austin. Cool Planet.™

My Profile
My Calculator
My Community

Offsets
Kids
Calculators

Logout


Making Austin Livable


You are signed in as **Lisa B**


My Groups	My Goals	Community	City
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Goals 8 Items : 1 Page [See all goals](#)


Find the goals that are right for you and join the conversation.


**Upgrade your AC**
Goal 0.17 Metric Tons
Members: 4
Board Posts: 0


**Energy-saving behaviors**
Goal 0.98 Metric Tons
Members: 5
Board Posts: 0

**Adjust your thermostat**
Goal

**Subscribe to car-sharing**
Goal 0.56 Metric Tons
Members: 3
Board Posts: 0

**Take public transit**
Goal 0.90 Metric Tons
Members: 5
Board Posts: 0

**Buy a more fuel efficient vehicle**
Goal 0.70 Metric Tons
Members: 3
Board Posts: 0

**Insulate your home**
Goal 0.19 Metric Tons
Members: 3
Board Posts: 0

Reduction Goals

Mapping

My Groups	My Goals	Community	City
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My City: City of Austin

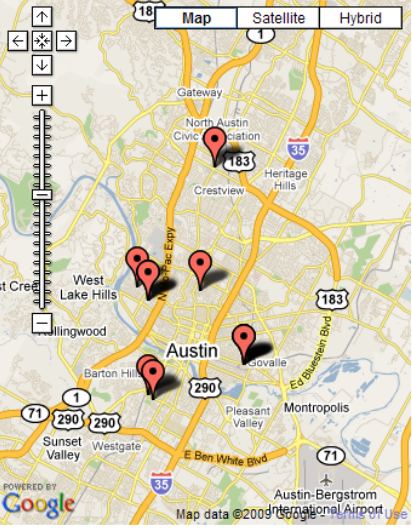
NEW TO CARBON?
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- Stats
Average footprint: **18.18** Metric Tons
Total goal amount: **17.32** Metric Tons
Number of residents: 13

- Top Ten Goalsetters
1 Joe Austin 4.4

+ Places in City of Austin



Map Satellite Hybrid

Map data ©2009 Google

- Discussion Boards
City of Austin

Additional Functionality



One Minute Calculator

Austin Footprint Calculator [Click Here](#)

For a much more comprehensive tool that will allow you to measure your carbon footprint and discover ways to reduce that footprint, try the complete Austin Carbon Footprint Calculator.

Travel	Flights	Diet	Home	Total
<p>Typically, I drive ...</p> <p><input type="text"/> miles per year</p> <p><input type="radio"/> SUV/Truck</p> <p><input type="radio"/> Large car/minivan</p> <p><input type="radio"/> Medium car</p> <p><input type="radio"/> Small car</p> <p><input type="radio"/> Hybrid sedan</p> <p><input type="radio"/> Small hybrid</p>	<p>In an average year, I take...</p> <p><input type="checkbox"/> short (< 1.5 hrs)</p> <p><input type="checkbox"/> medium (1.5-4 hrs)</p> <p><input ="checked"="" checked="" type="checkbox"/> 2.0 long (4-6 hrs)</p> <p><input type="checkbox"/> extended (6-12 hrs)</p> <p><input type="checkbox"/> super-ext (12+ hrs)</p>	<p>In a typical week I eat this many servings of...</p> <p><input type="text"/> red meat</p> <p><input type="text"/> poultry</p> <p><input type="text"/> dairy</p> <p><input type="text"/> seafood</p> <p><input type="text"/> cereals + grains</p> <p><input type="text"/> fruits, nuts + vegetables</p>	<p>I live in a...</p> <p><input type="radio"/> Detached</p> <p><input type="radio"/> Semi-detached</p> <p><input type="radio"/> Apartment or condo</p> <p>My home has...</p> <p><input type="text"/> 0.0 bedrooms</p> <p><input type="text"/> 1.0 people</p> <p><input type="checkbox"/> air conditioning</p>	<p>1.81</p> <p>Metric tons of CO₂ / year</p>

One Minute Calculator

Kids Calculator

Zerofootprint™ KidsCalculator

This works

Questions to see if you are environmentally friendly.

Teachers and parents, please [click here](#) for more resources.



RESULTS: SEE YOUR FOOTPRINT



Implementation & Evaluation

Pilot Phase

Implementation Strategies

- Calculator release January 14th, 2010
- Focus group scheduled for late January 2010 to assess calculator effectiveness
- Reward program developed to encourage repeat usage
- Marketing campaign to include traditional and online media sources targeting calculator use

Pilot Phase Evaluation

- Evaluate success through:
 - Established emissions baseline for residents
 - Number of users
 - 500 unique users per month for the first 3 months
 - 250 unique users for the subsequent 9 months
 - Repeat logins
 - 10% return rate
 - Outreach and events
 - Calculator available at 20 events in 2010
 - Demonstrate calculator at 10 different schools in 2010
- Collaborate with other Cities to continue calculator improvement

Link to Calculator

To access the calculator go to:
www.coolaustin.org

And click on: “Carbon Calculator”

Questions & Thank you



Sascha Petersen

Sascha.Petersen@austinenergy.com

482-5422

Electric Utility Commission