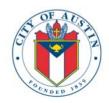




## Environmental Awareness Awards Program 2010

Mary K. Priddy Austin Climate Protection Program <u>mary.priddy@austinenergy.com</u> 512-482-5419





#### **Participants**

- Austin Climate Protection Program
- Environmental Board
- Resource Management Commission
- Solid Waste Advisory Commission
- Electric Utility Commission
- Water/ Wastewater Commission
- City Council Office





### History of Environmental Awareness Awards

- 1983 Environmental Board hosted 1<sup>st</sup> awards
- 1990 Boards Combined Earth day effort
- 1991 Solid Waste Advisory Commission and Resource Management Commission joined awards
- 2000 Water and Wastewater Commission replaced Solid Waste Commission
- 2001 last awards program





#### History of Environmental Awareness Awards

Goal of Awards: Recognize those making significant contributions to the protection and enhancement of our physical environment





## **Awards Categories**



An award will be presented for each category. Applicants will select the category that best applies to the project being proposed.

- School or Educational Program
- Mayor's Individual Achievement
- Large Business
- Small Business
- Community/ Nonprofit
- City of Austin Department Award
- Governmental Agency





## **Awards Selection Criteria**



- Innovative
- Beneficial
- Measurable
- Educational/Outreach
- Cooperative Effort
- Greenhouse Gas Reduction





# **Marketing and Advertising**



- Print Ads:
  - ABJ, Statesman, Chronicle
- Utility Bill Stuffer
- Email Blast
- Access Station Slides
- Web Tiles Links
- Street Crossing Banner
- Radio Ads
- Community Calendars
- Eco Networks
- City Web Site
- Newsletters
- Libraries
- Posters
- Neighborhood associations







#### **Physical Awards**





The group chose to contract with a local artist to develop a unique award from recycled materials.





### **Awards Ceremony**



- Event confirmed on Earth Day at City Hall (April 22, 2010)
- Awards will be distributed during the proclamation portion of council meeting
- Reception will be held at City Hall after presentation of awards





# **Proposed Appreciation Plan**



- Channel 8 interview
- Media Ad Announcements
  - ABJ, Chronicle, Statesman
- Spotlight on Channel Austin and other access stations
- Bill insert announcement
- Unique Trophy
- Web Acknowledgements
- Televised awards ceremony





# **Online Application System**

**Do you know** a person or group making outstanding contributions toward the protection, conservation and improvement of Austin's environment?

Nominate them or yourself for the City of Austin Environmental Awareness Awards by March 1 at:

www.coolaustin.org/awards

