

Resource Management Commission

*City of Austin
Office of Sustainability*

Oct 16th, 2012



Tonight's Topics

**1. Sustainability Message Platform:
Rethink**

**2. Framework:
Sustainability Action Agenda**

Multitude of City Program Messages and Brands



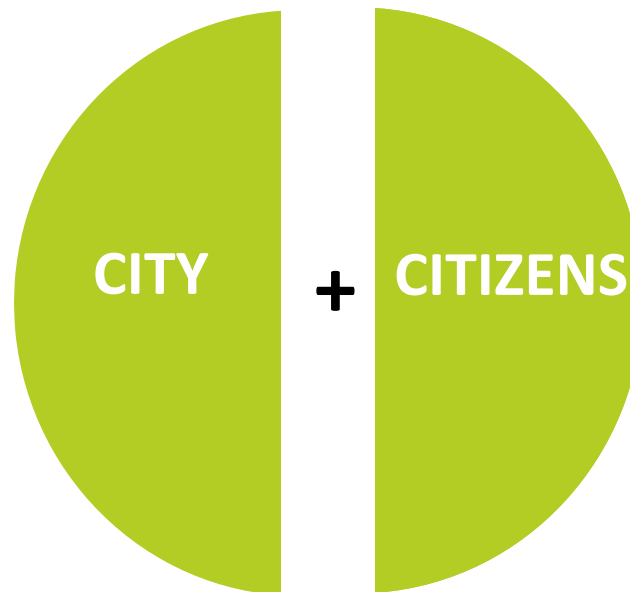
*Examples
from Green City brochure*

Umbrella Brand Identity

- Broad-based, umbrella “brand”
- Flexible “message platform” toolkit

I understand how my department's goals can be leveraged by the umbrella brand.

I make the connection.



I understand the issue/opportunity and am an active part of the solution.

I'm IN to take action.



rethink / *austin*
FOR A BRIGHT GREEN FUTURE

Resources

Energy

Water

Waste

Mobility

Health

Business

Sustainability Triple Bottom Line – 3 P's



People

Equity



Planet

Environment



Prosperity

Economy



Coordinated
framework
for sustainability



Performance
goals and metrics



Annual progress
reports



City-wide
collaboration

Framework

10

Areas of
innovation

40

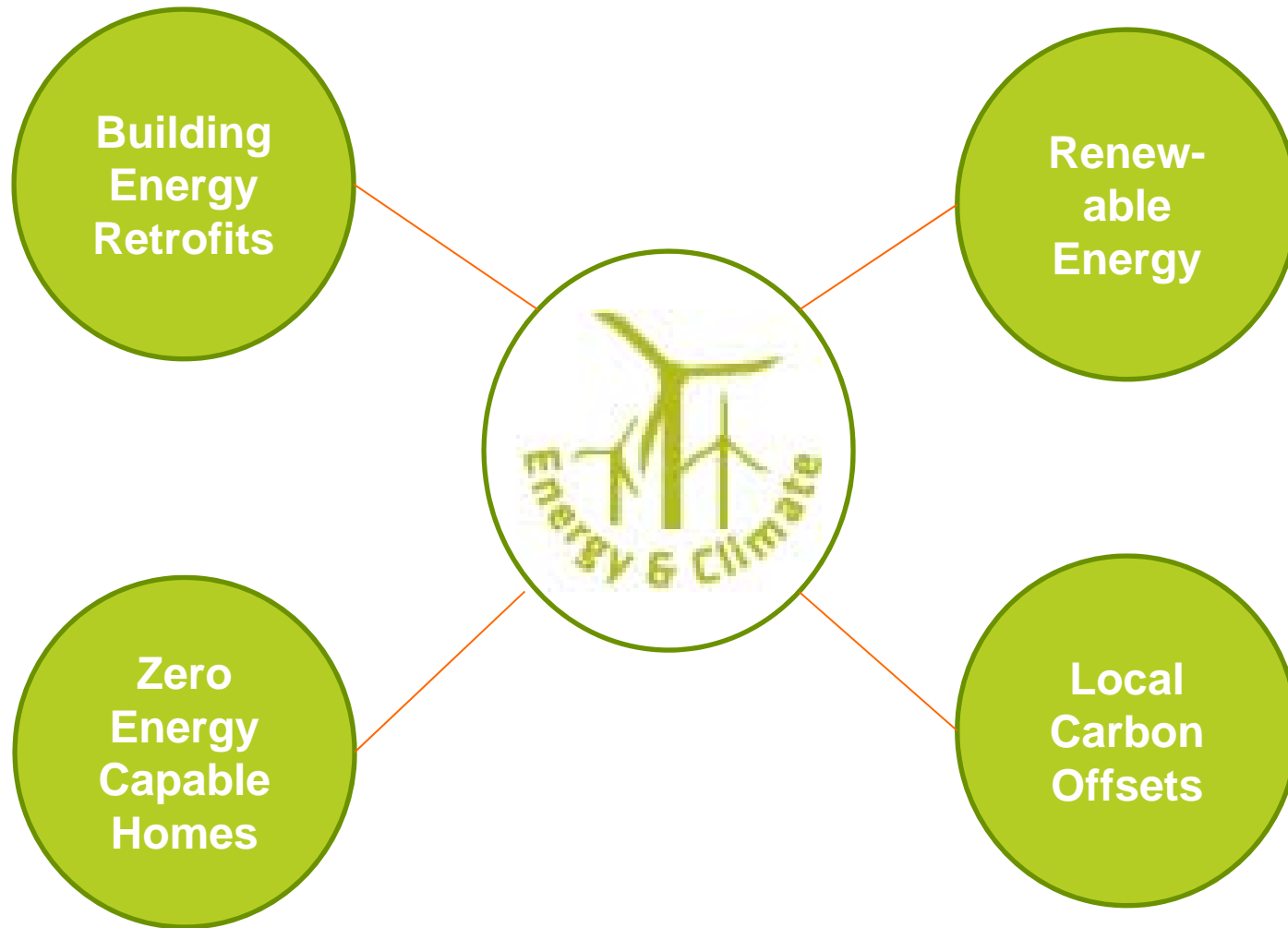
Signature
initiatives

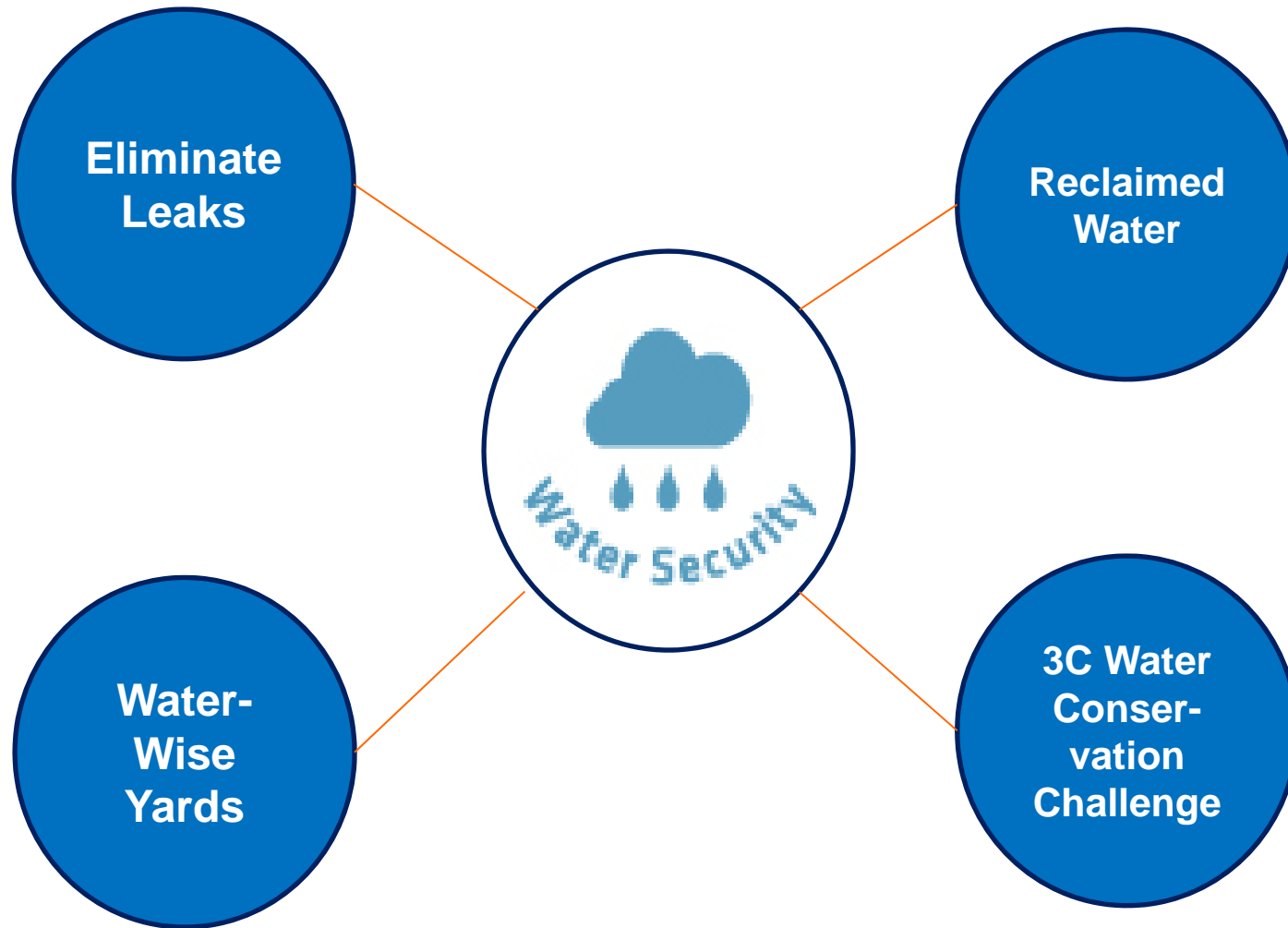
150+

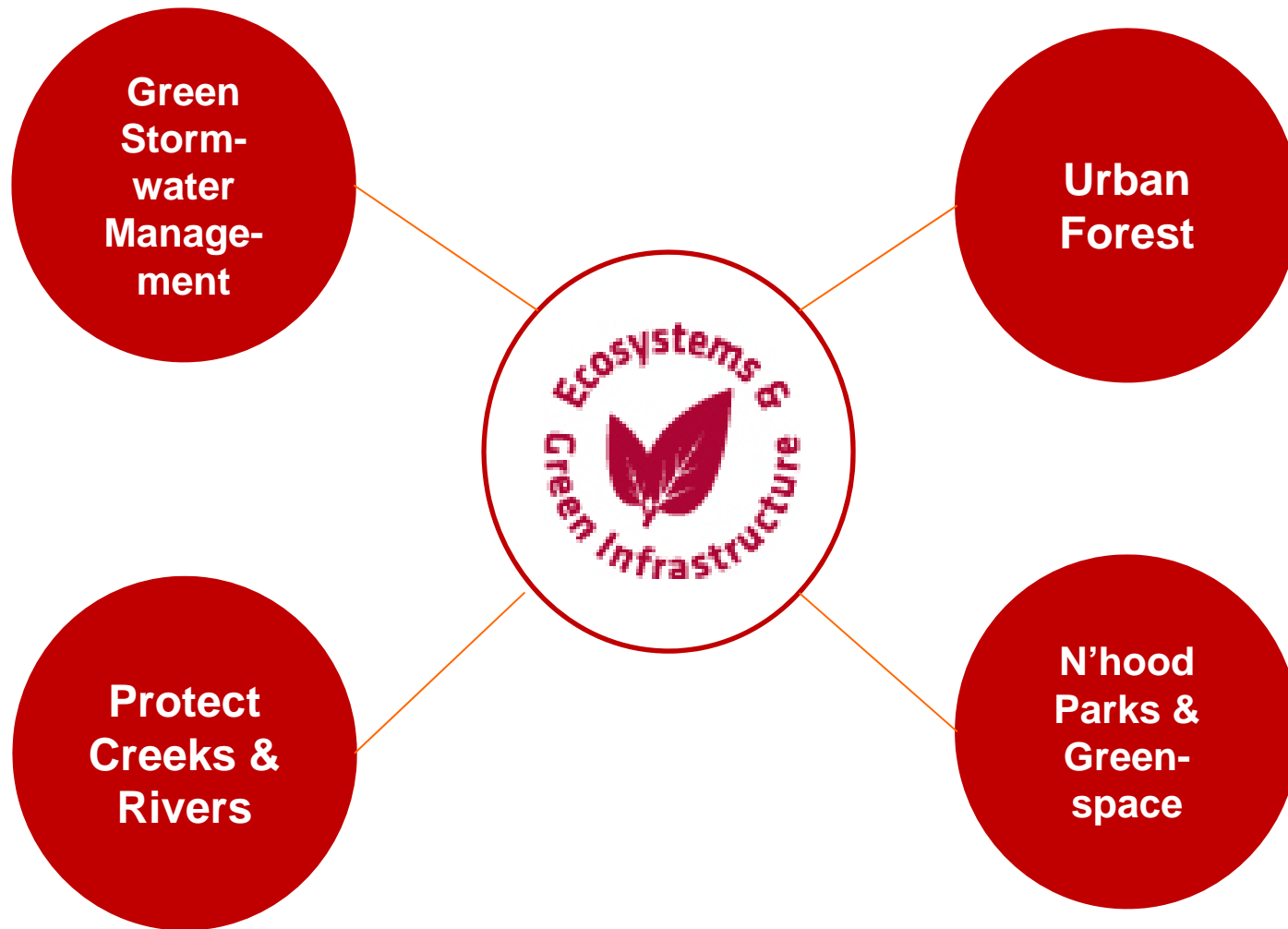
Projects



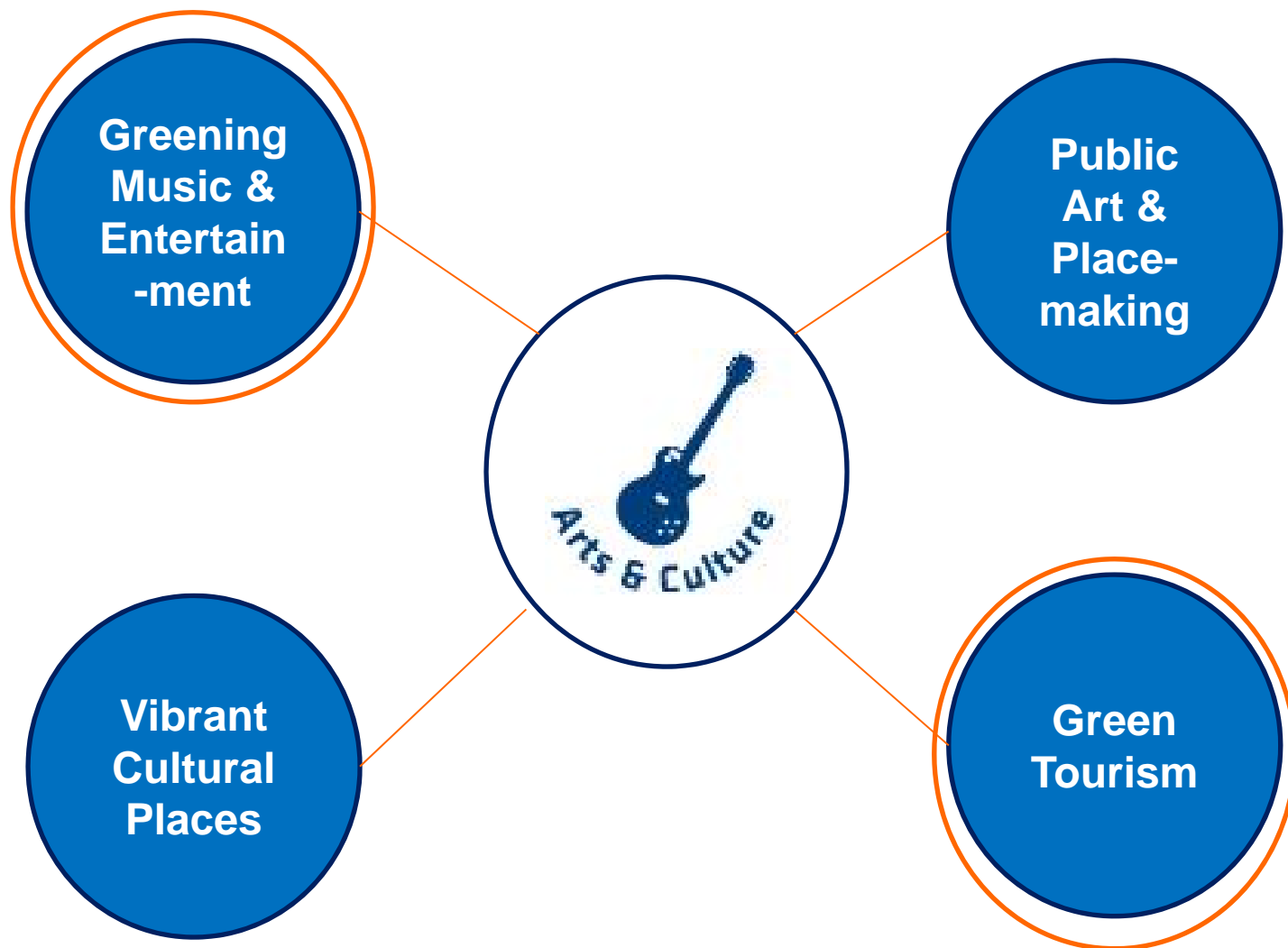












Positive Impact on Climate and Community

Austin Climate Leadership



Live Music Capital Impact of Events



Carbon Positive Local Projects



PICC Founding Partners





Local Carbon Offsets – Pilot Project



TreeFolks

- Soil / Biomass sequestration
- Offsets: 1 mt CO₂ per year
- 2013



Foundation Communities

- 5kW Solar PV at M-Station
- Offsets: 4 mt CO₂ per year
- Spring 2012



Yellow Bike Project

- 11.4 kW Solar PV array
- Offsets: 8 mt CO₂ per year
- Spring 2012

PICC Purchase with Ticket

EXAMPLE

AUSTIN PARKS FOUNDATION PRESENTS

AUSTIN CITY LIMITS MUSIC FESTIVAL

OCTOBER 12-14 • 2012 • ZILKER PARK • AUSTIN, TX

HOME MY ACCOUNT HELP PRIVACY & SECURITY TERMS OF USE

Tickets

MY ACCOUNT
Current Order
Sign In
Newsletters

ABOUT US
Help
Green Mountain Energy Fan Tag
Contact Us


For your protection, all orders are securely encrypted.

Item Details

Xtra: Offset Your Carbon Impact Now


Your ticket to rocking a smaller carbon footprint.

Purchase a \$3 Positive Impact on Climate (PIC) to reduce the environmental impact of your attendance to the festival. Your purchase offsets a portion of the CO2 emissions created by your travel to ACL Festival by supporting carbon offset projects that help take action against climate change.

We're committed to cool. Join us.

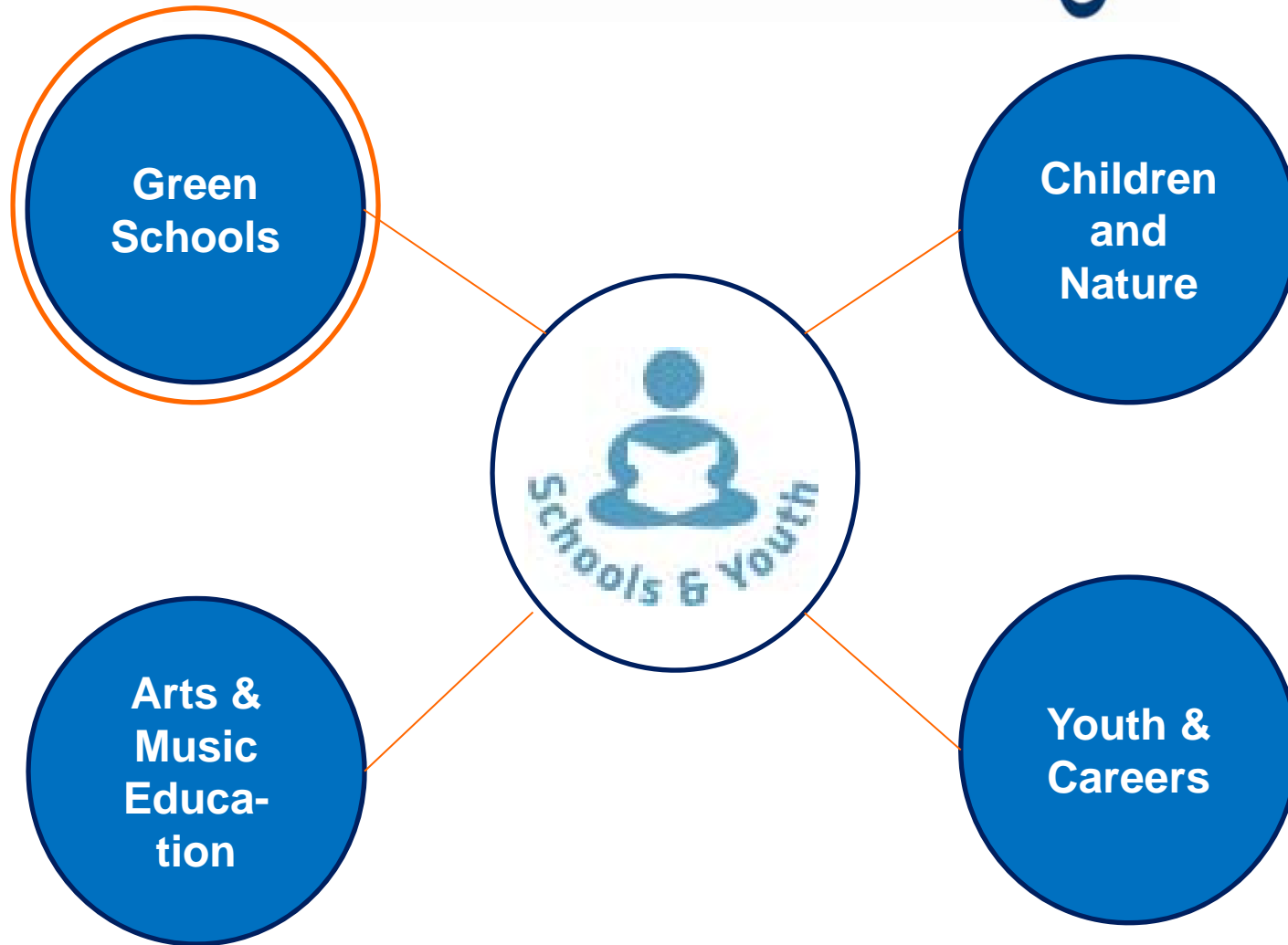
C3's commitment to track and offset ACL's carbon footprint, along with offering event goers an easy way to offset their own emissions, has helped to offset approximately 3,730 metric tons over the past six years.
What does offsetting 3,730 metric tons of CO2 look like? [\[Read more\]](#)

SELECT OPTIONS

<input type="radio"/>	Positive Impact on Climate	\$3.00	Quantity: <input type="text" value="1"/>
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[Add to Order](#)

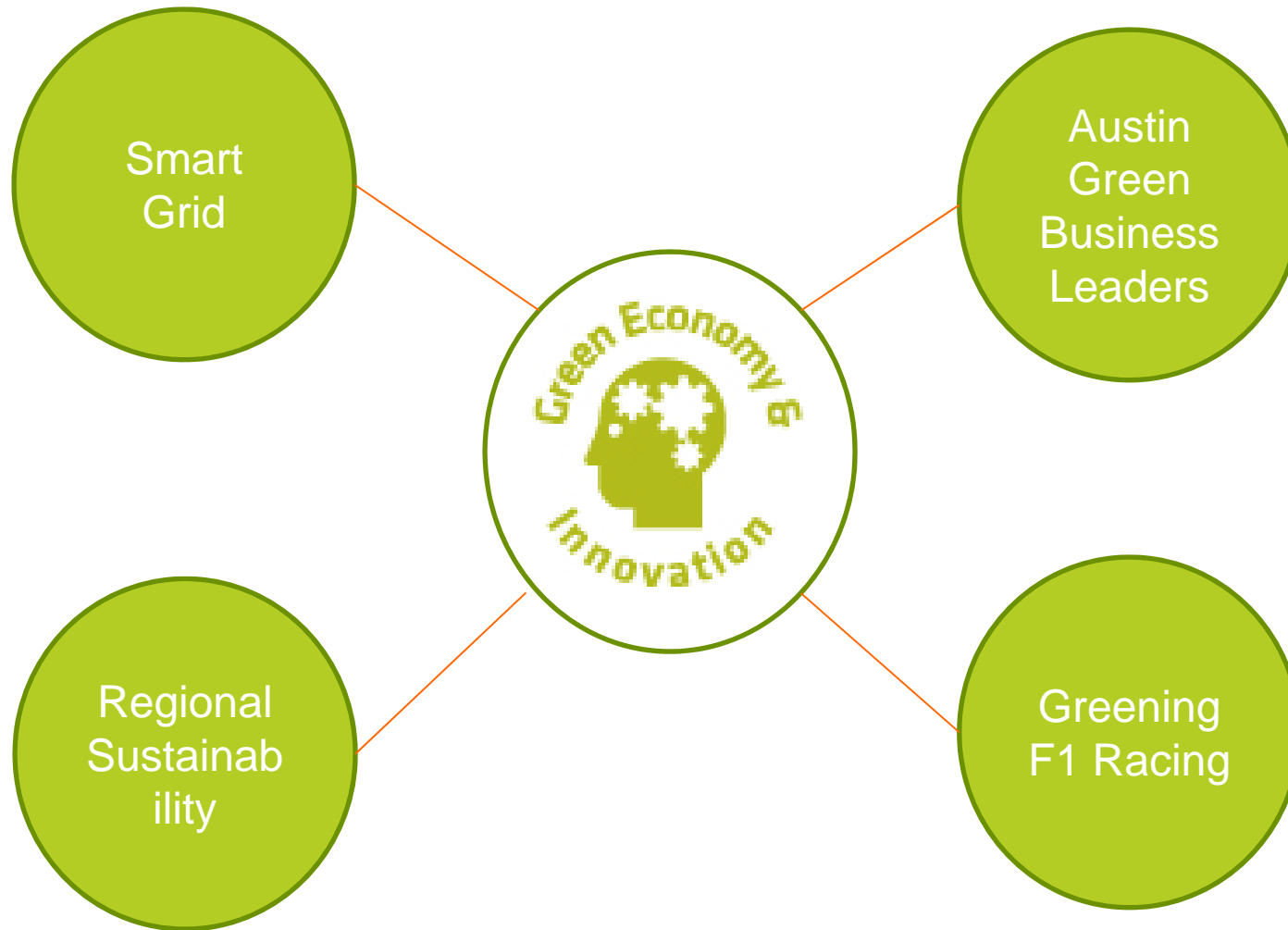
MY ORDER
08/25

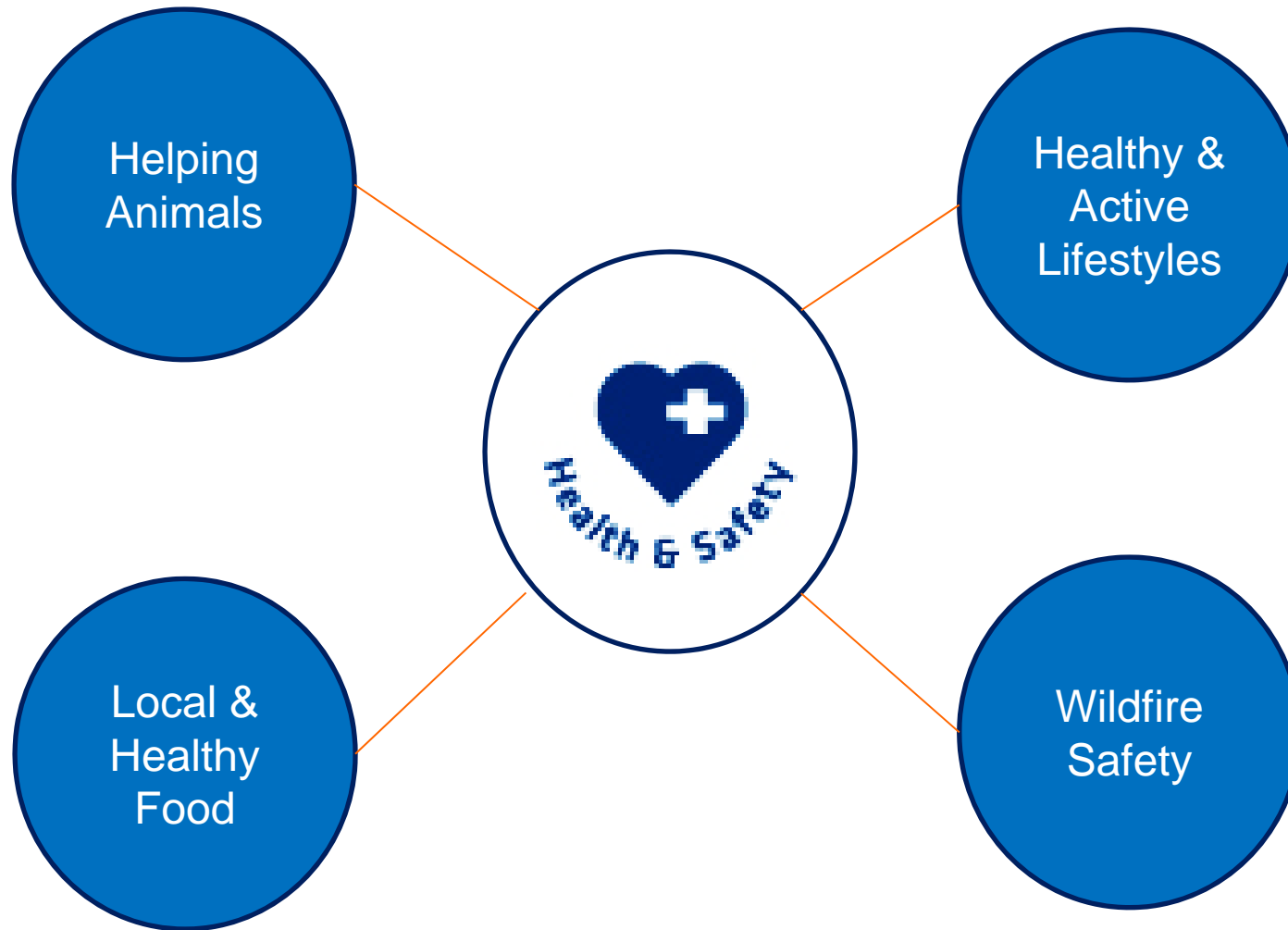


Green Schools

1. Green School Facilities w/AEGB
2. AE Solar Learning Centers & Curriculum
3. **Bright Green Future Grants**
 - (3)- \$3K grants
 - Nov. Applications
 - Dec. Projects Selected



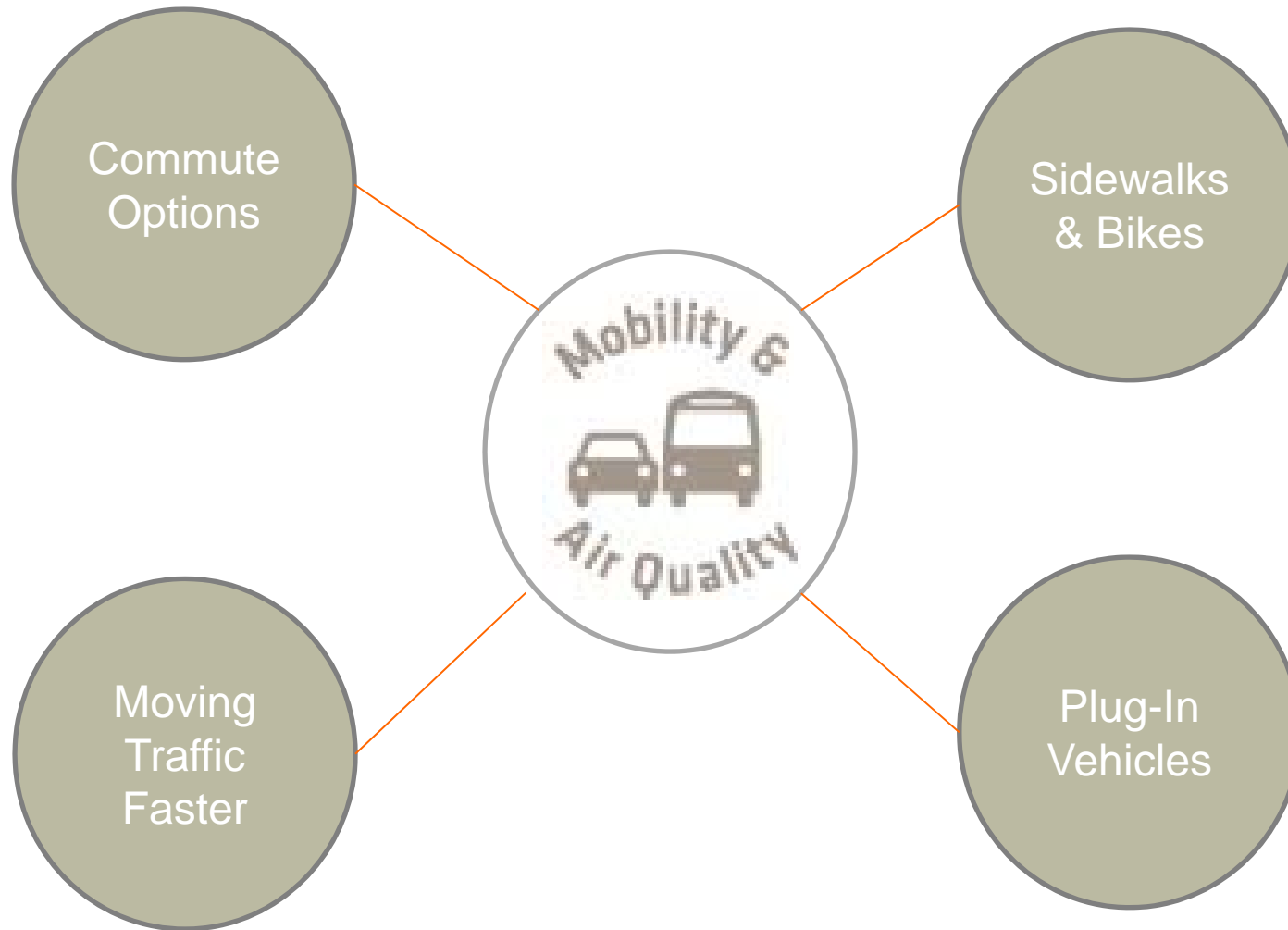






rethink / Mobility

FOR A BRIGHT GREEN FUTURE



September 19, 2012

Greetings,

Molly Emerick of Austin Energy

Thank you for your contribution to the City of Austin-Office of Sustainability's Sustainability Action Agenda



We appreciate your feedback on the following projects listed in the Agenda:

Molly Emerick	Estimated Status as of Oct 1, 2012	Estimated % Completed as of Oct 1, 2012
Austin Energy Green Building		
Meet City of Austin and City Council green building goals in PUDs and other areas of Austin designated as superior developments.	Select...	Select...
Rate 600 new single family homes under Austin Energy Green Building.	Select...	Select...
Rate 820 new multifamily units under Austin Energy Green Building.	Select...	Select...
Rate xxxx square feet of commercial building space under Austin Energy Green Building.	Select...	Select...
Zero Energy Capable Homes		
Develop and implement City of Austin 2012 Energy Code for commercial construction (to aid in achieving energy improvement goals established in the Climate Protection Plan Homes and Buildings section)	Select...	Select...
Develop local amendments to 2012 Energy Code for residential construction to achieve 50% below 2000 IECC target (in accordance with the 2015 goals of the Zero Energy Capable Homes plan)	Select...	Select...
Develop standards and protocols necessary to support compliance with codes and performance outcome based compliance methodologies	Select...	Select...
Green Schools		
Complete 14 AISD Solar Learning Centers;	Select...	Select...
Use Austin Energy Green Building for rating matrix on All New AISD Facilities in 2008 Bond program > 10,000sf;	Select...	Select...
Work with Texas School for the Deaf to green their facility as part of Global Green USA Green School Makeover award.	Select...	Select...

Please provide any additional comments here:

Survey completed by:

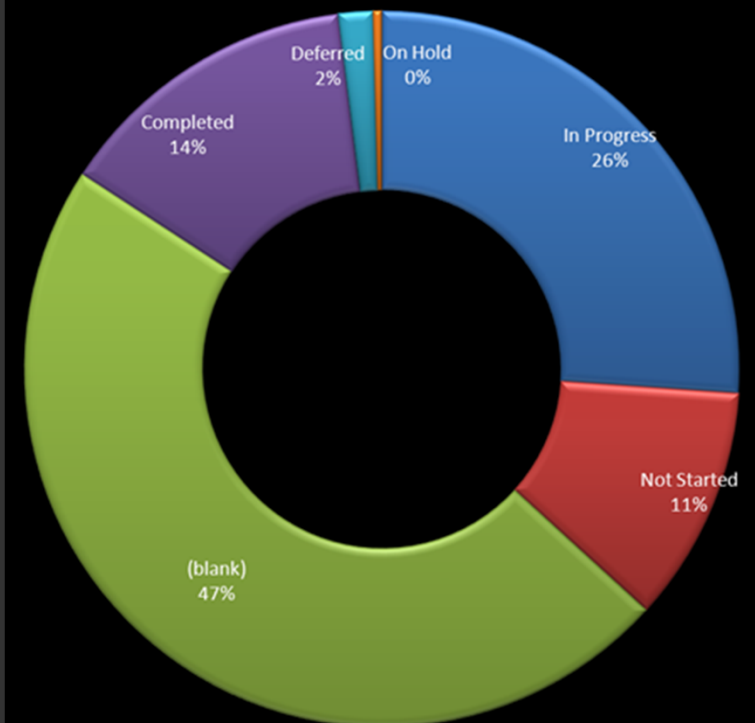
Today's Date:

Submit

Print

Sample Tracking

Status of Agenda Activities



[austintexas.gov/
sustainability](http://austintexas.gov/sustainability)

[facebook.com/
austinsustainability](https://facebook.com/austinsustainability)



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