

Resource Management Commission

Sustainability Action Agenda

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Dec. 18th 2012



Today's Topics

1. **Austin's Green Leadership**
2. **Office Mission & Branding Project**
3. **City of Austin**

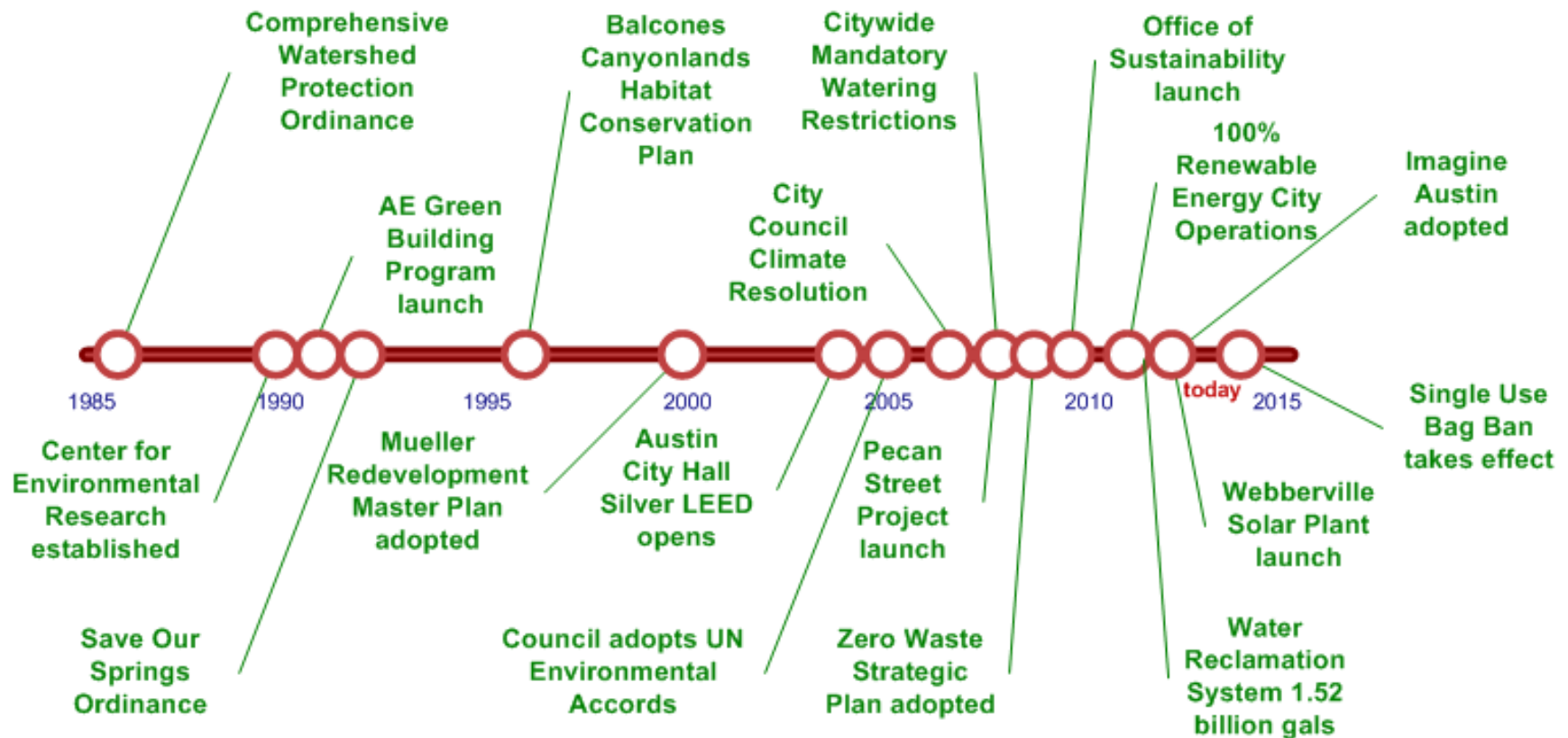
Sustainability Action Agenda

- **Highlight**
Bright Green Future School Grants

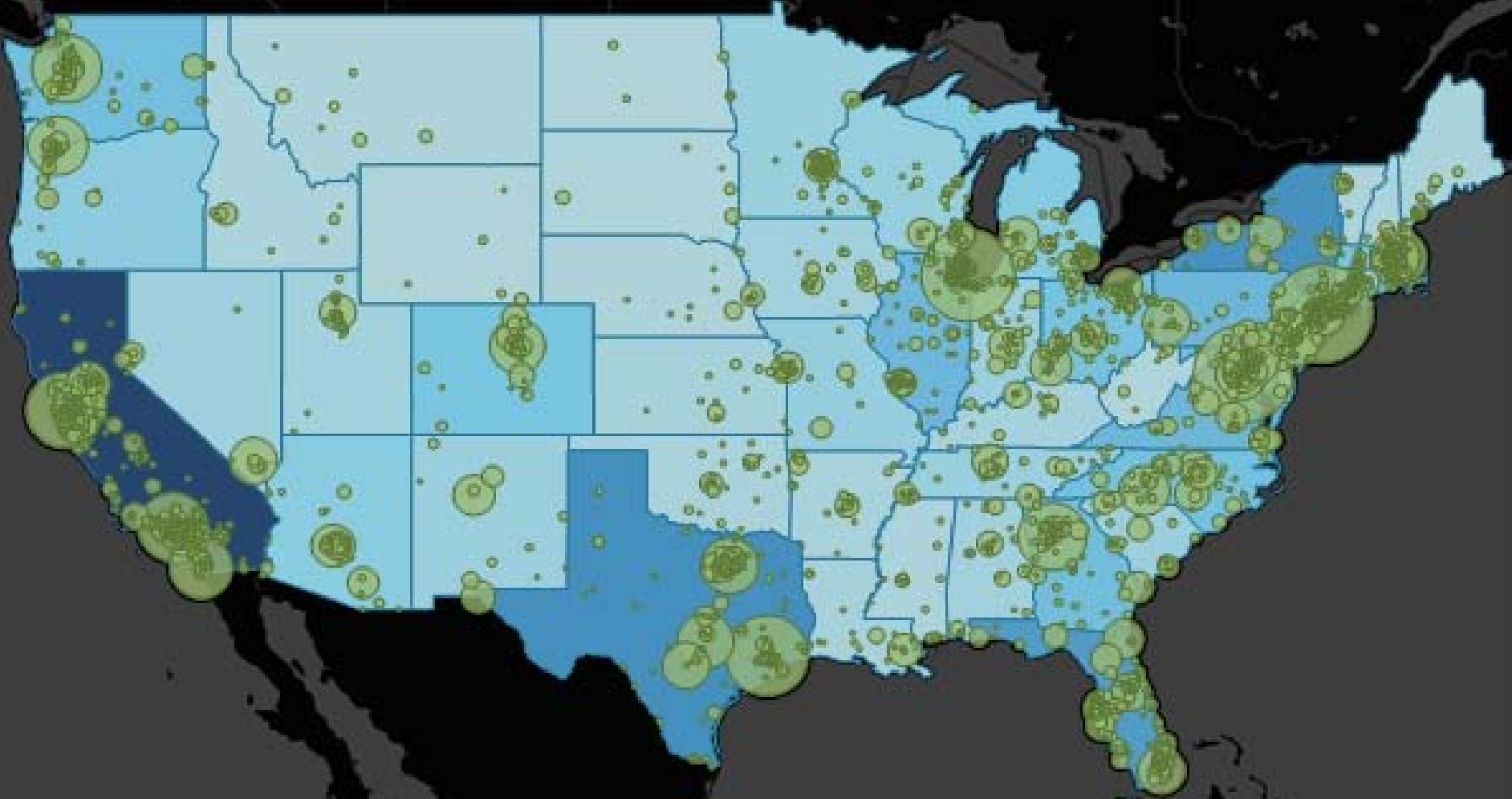
Austin's Green Leadership



Highlights of Austin's Sustainability Achievements



US LEED® Certified Projects



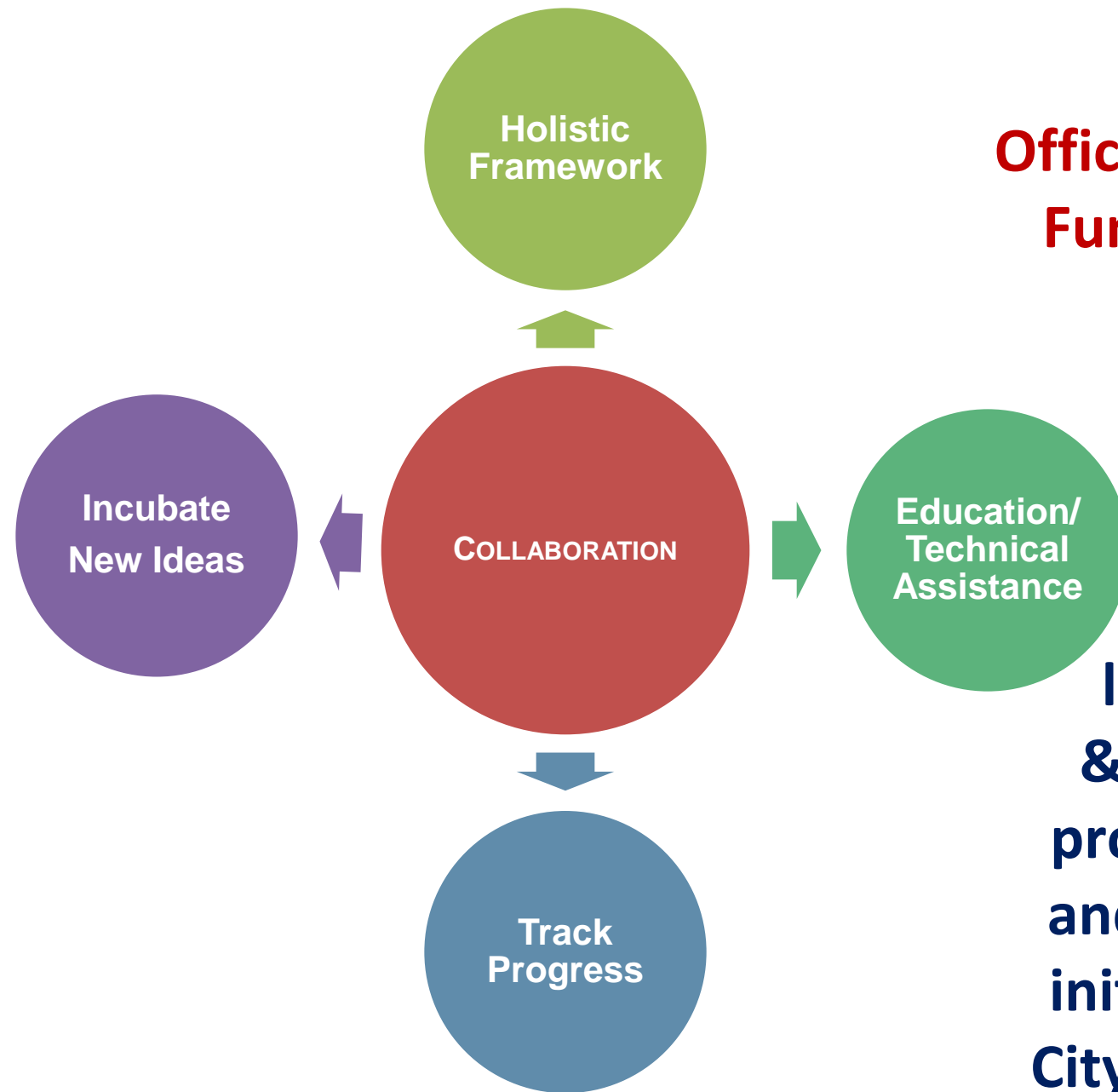
LEED in use in 135 countries today.

1.5 million square feet of building space certified to LEED every day.

Office Mission & Branding Project



Office of Sustainability Functions & Mission



**We advance
local sustainability
& climate action by
providing leadership
and coordination for
initiatives across the
City organization and
the Austin community.**

Multitude of City Program Messages and Brands



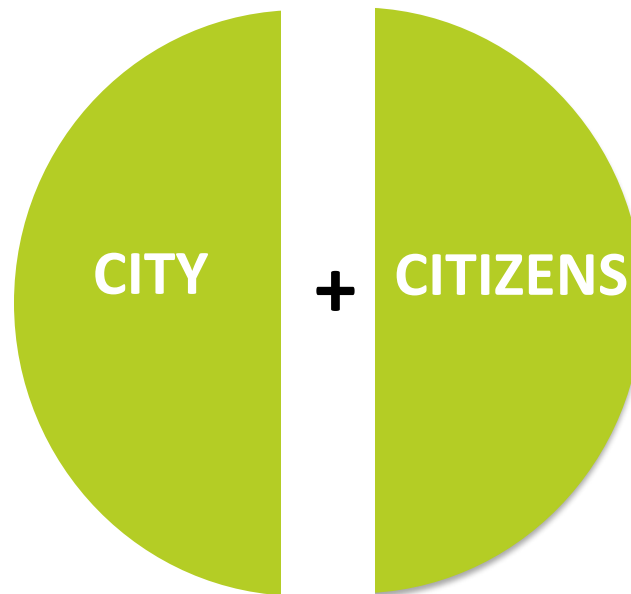
*Examples
from Green City brochure*

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 Action Agenda

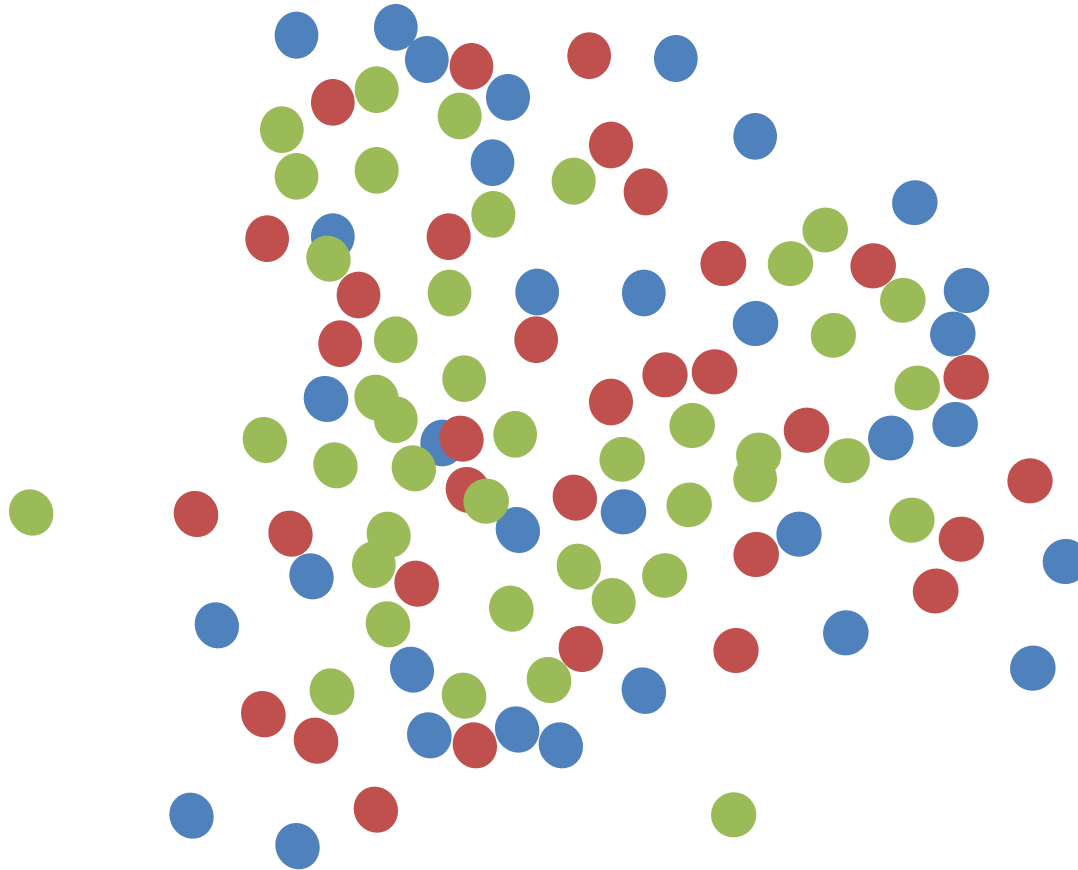


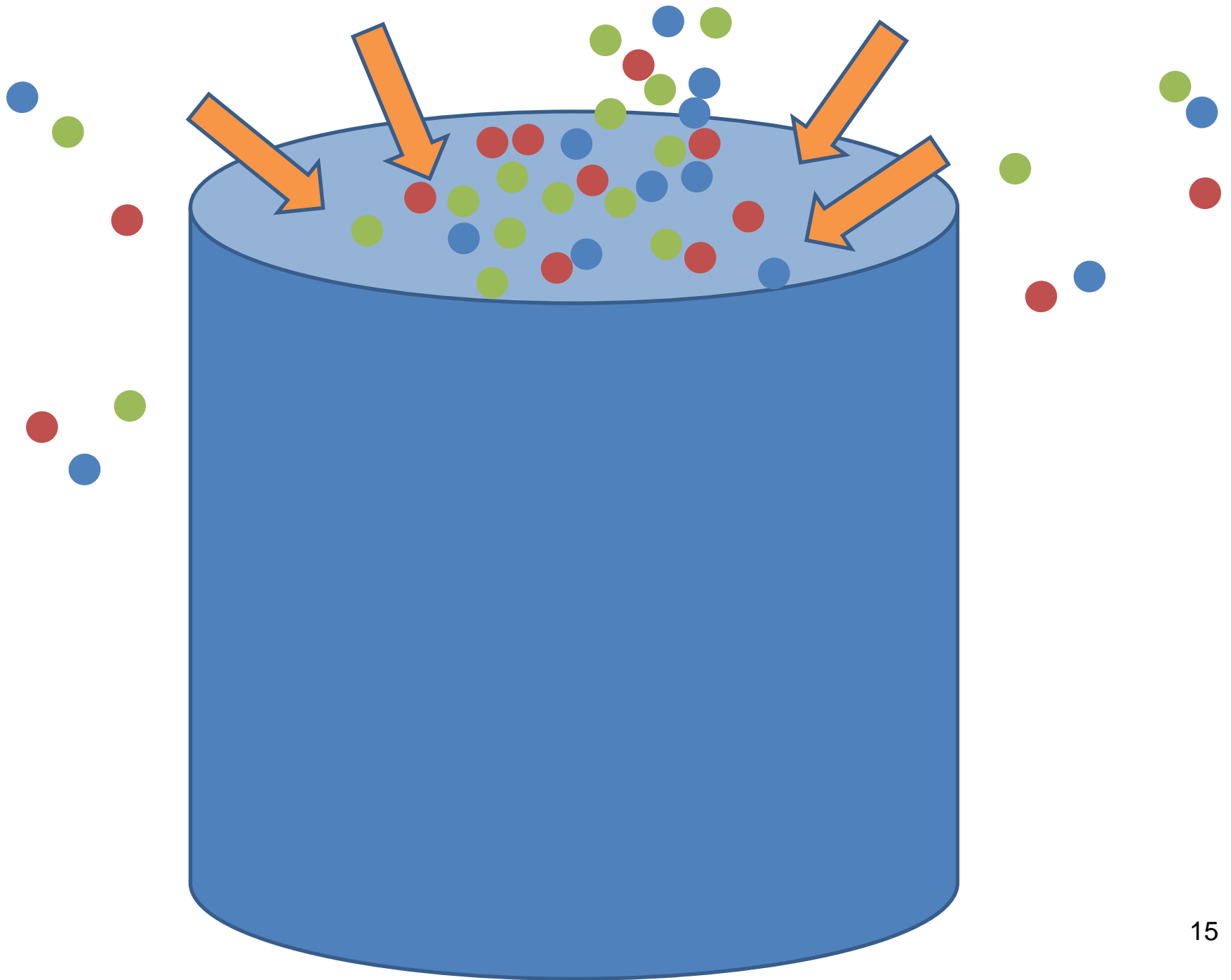
Sustainability Triple Bottom Line

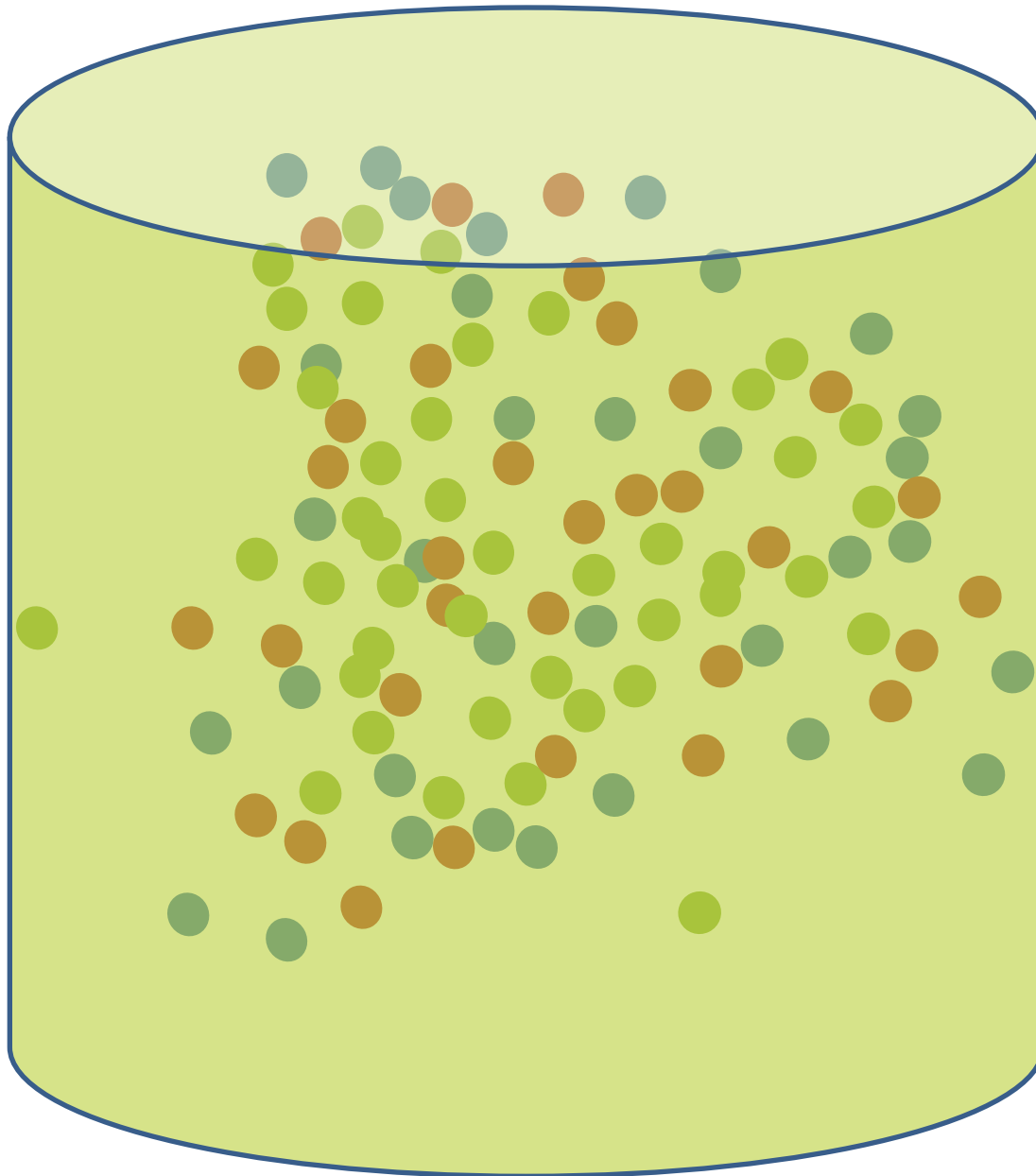


Finding a balance among
1) prosperity / jobs, 2) conservation / environment,
3) community equity / health / cultural vitality.

Numerous Sustainability Activities Across All Departments









Coordinated
framework
for sustainability



Performance
goals and metrics



Annual progress
reports



City-wide
collaboration

Framework

10

Areas of
innovation

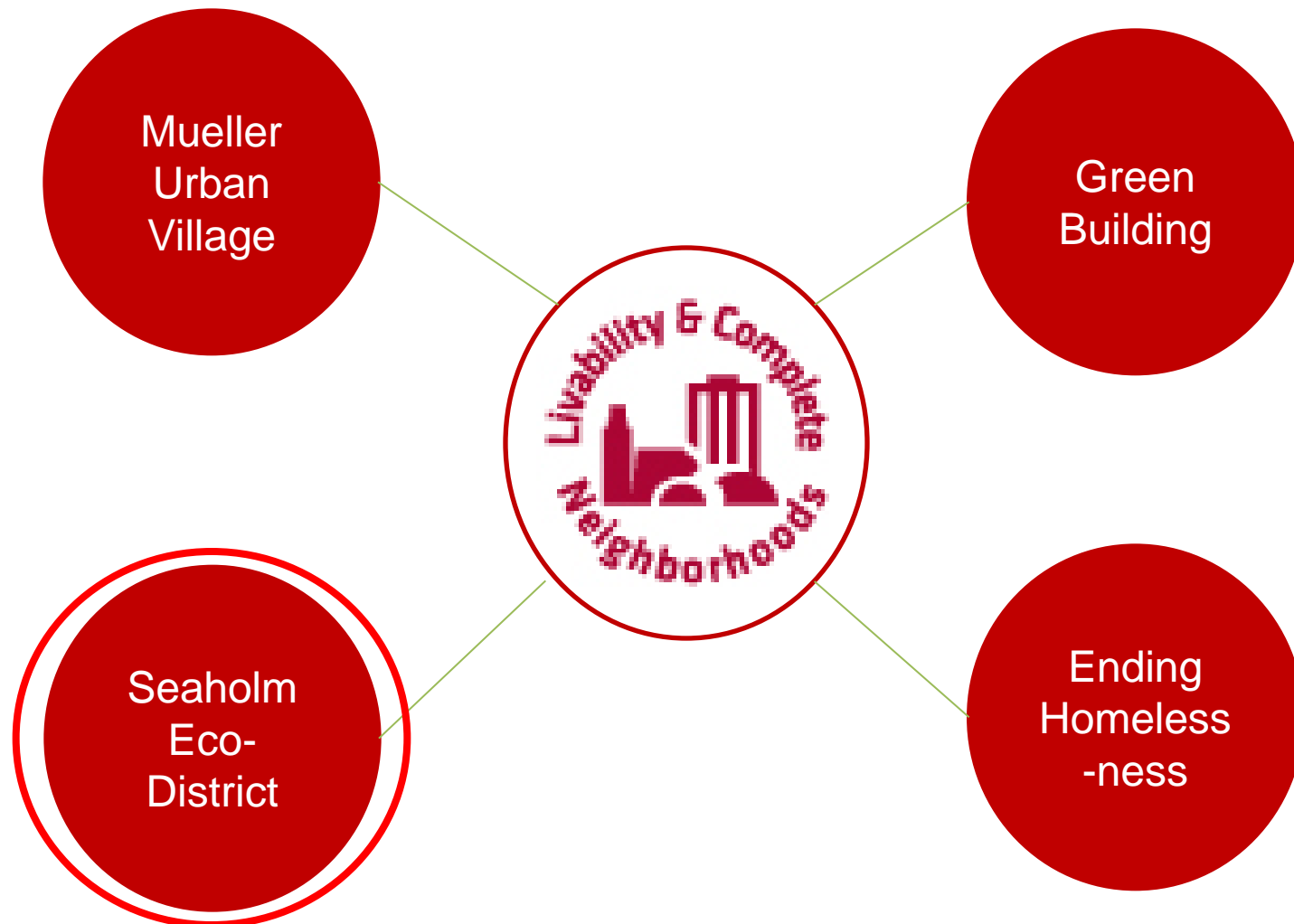
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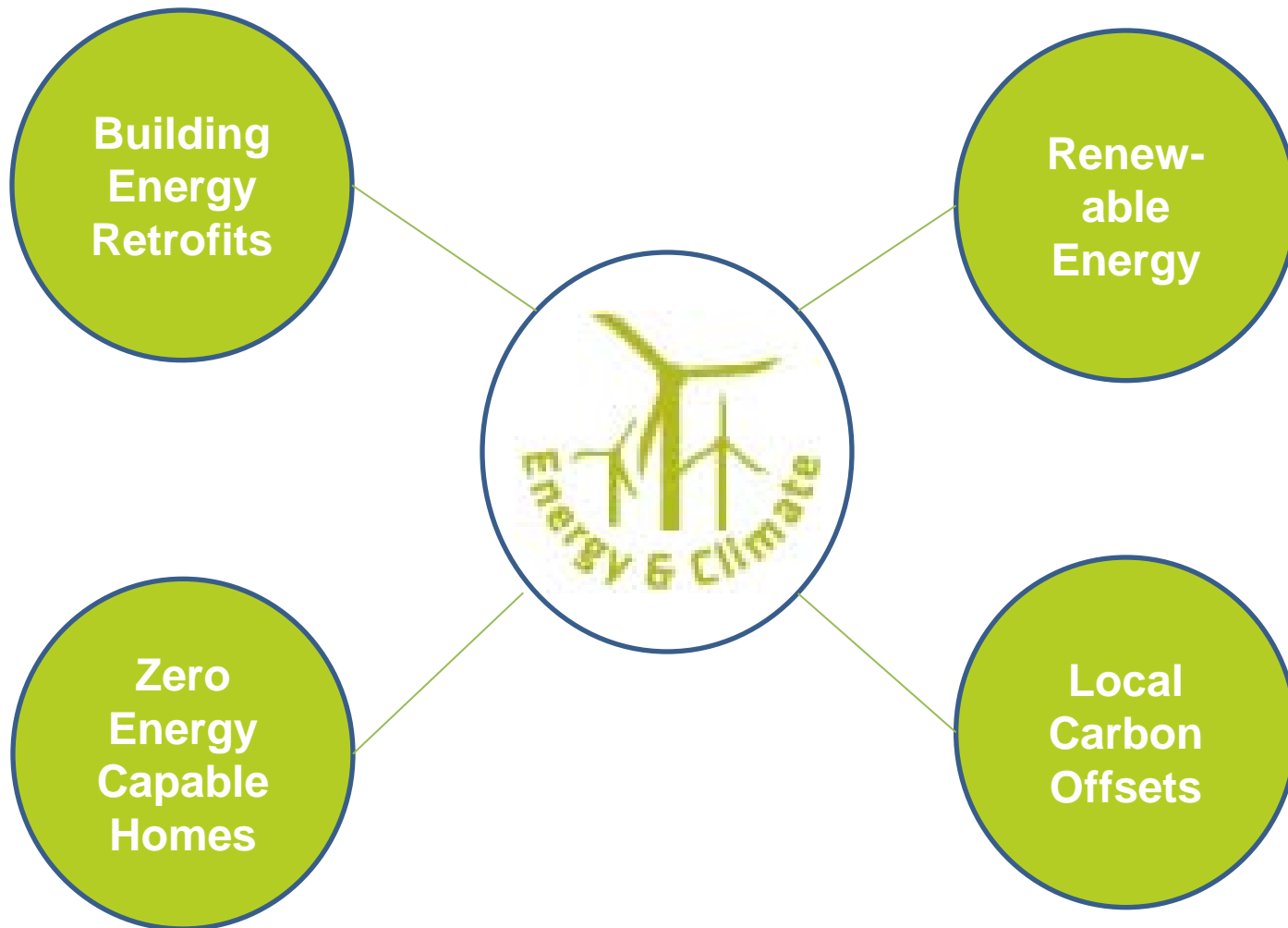
Signature
initiatives

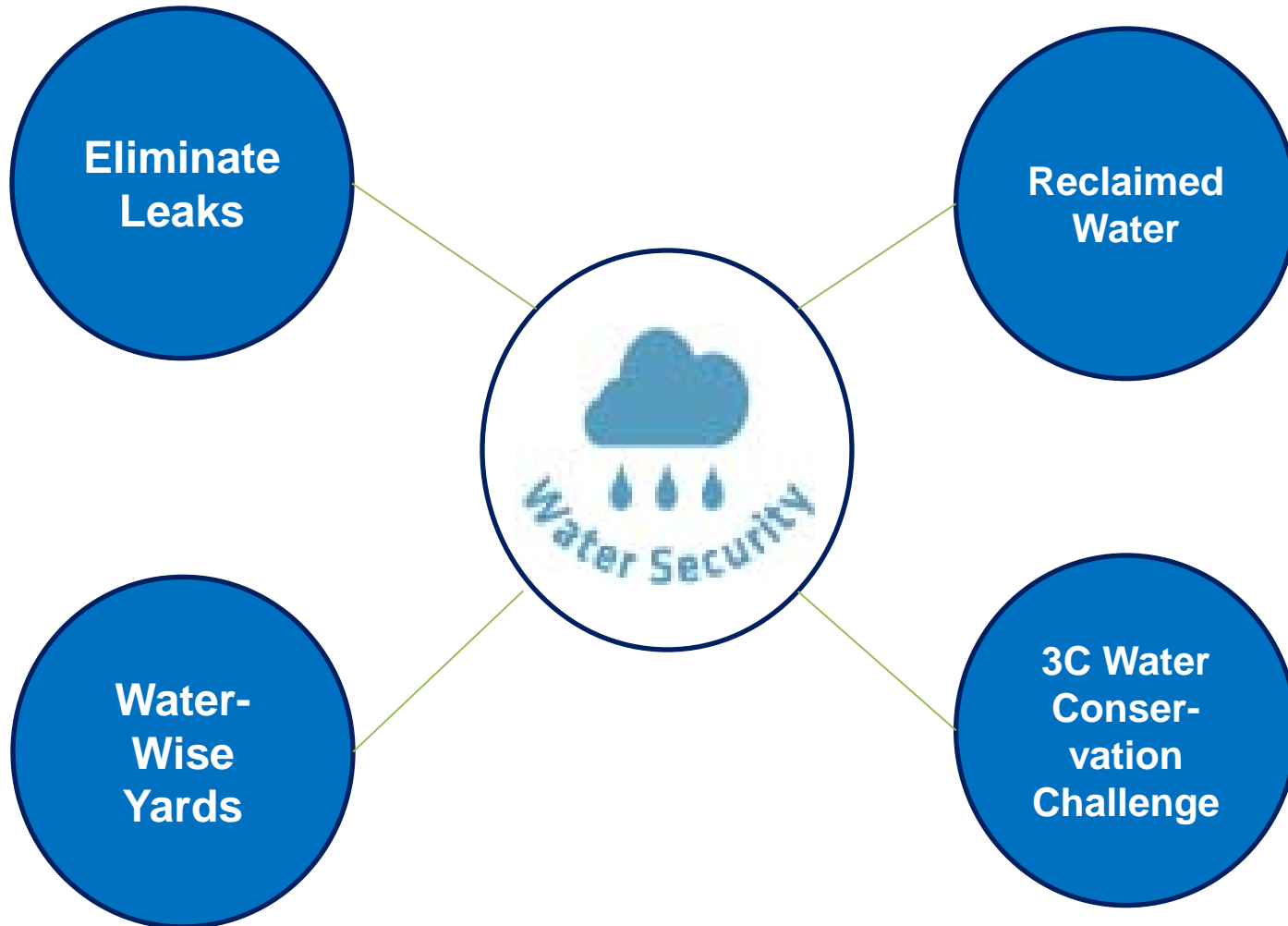
150+

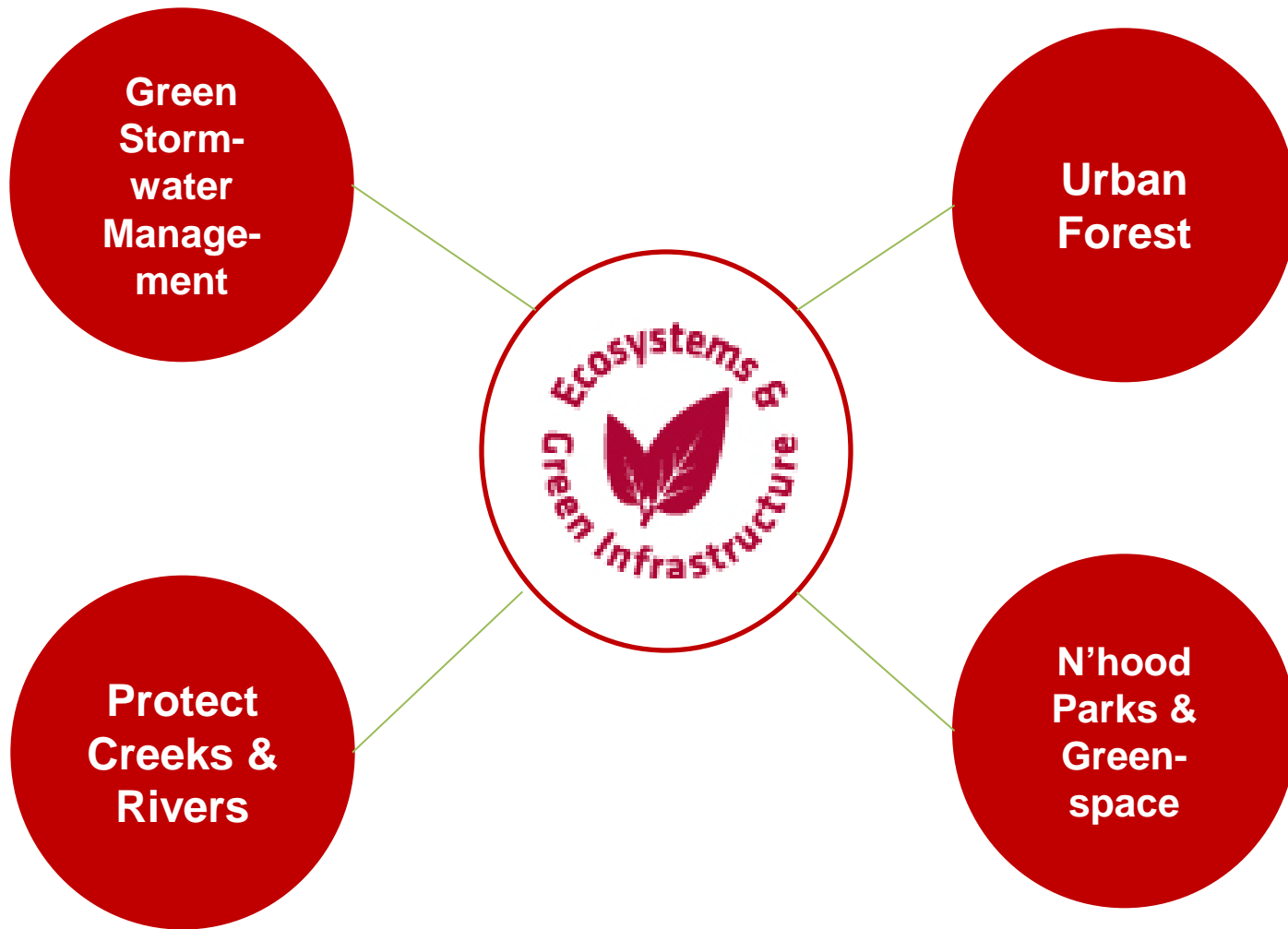
Projects



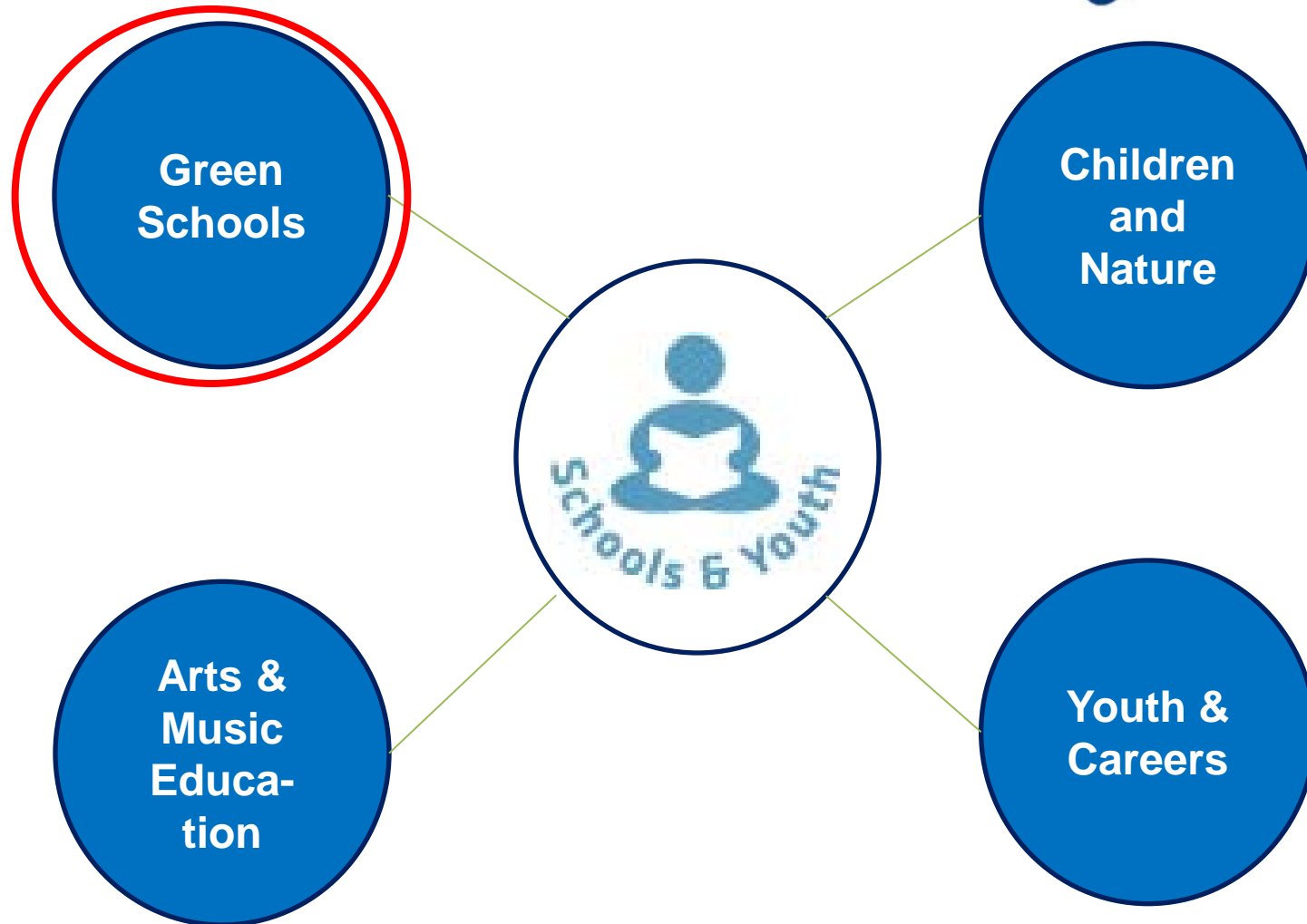










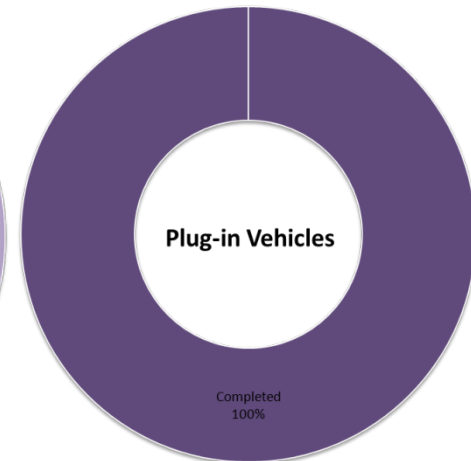
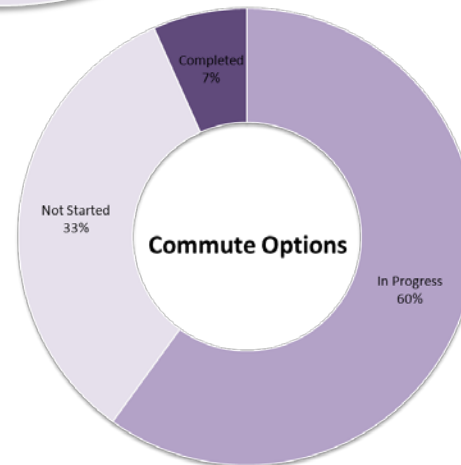
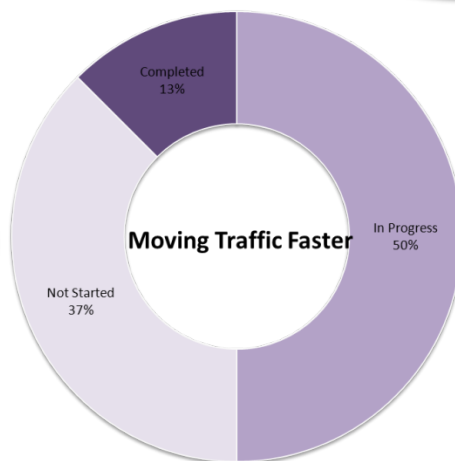
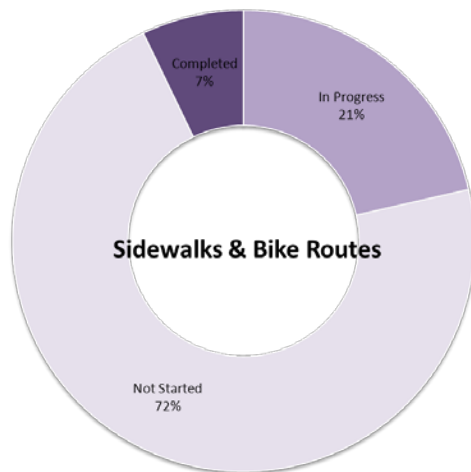
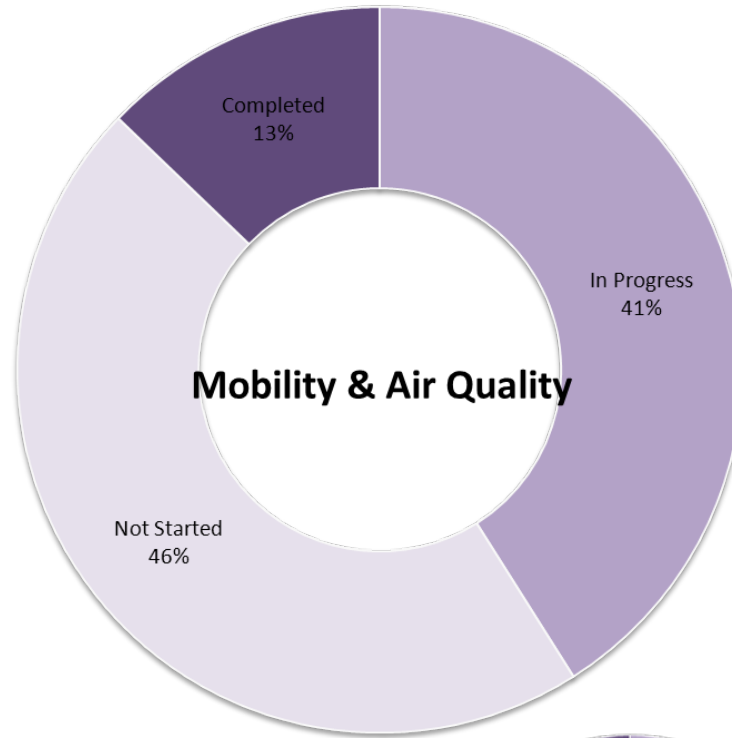


Green Schools: Bright Green Future Grants

- Fund creative projects to educate students about sustainability
- (3) \$3K grants
- 3 Winners
 - ✓ Elementary
 - ✓ Middle School
 - ✓ High School
- Boards & Commissions Judges



Annual Action Agenda Reporting on Earth Day



Questions??

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

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



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FOR A BRIGHT GREEN FUTURE