Resource Management Commission Sustainability Action Agenda Lucia Athens, Chief Sustainability Officer

Dec. 18th 2012





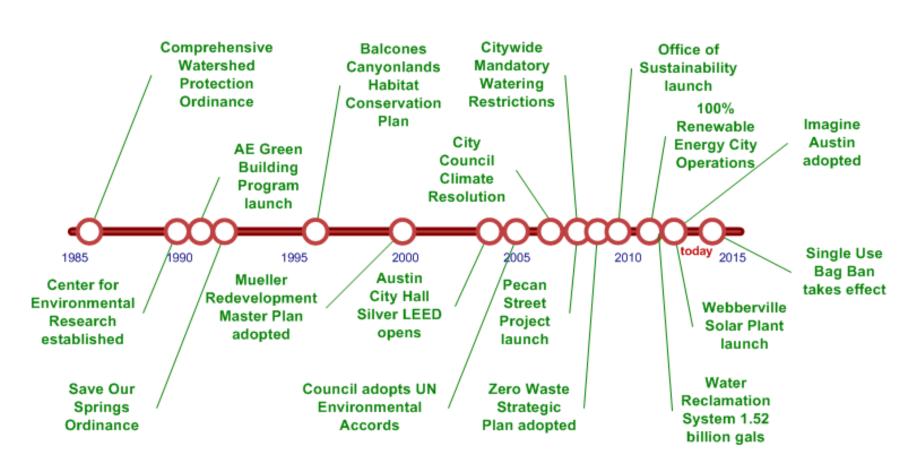
Today's Topics

- 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



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

Office Mission & Branding Project



Holistic **Framework Incubate** Education/ Technical **COLLABORATION New Ideas Assistance** Track **Progress**

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



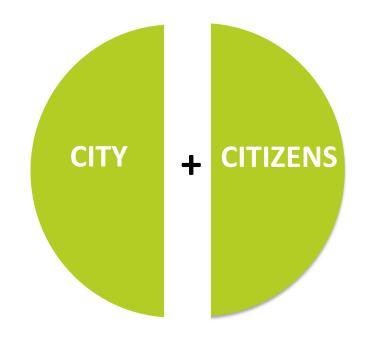
Examples from Green City brochure

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.







Health Business

Sustainability Action Agenda



Sustainability Triple Bottom Line



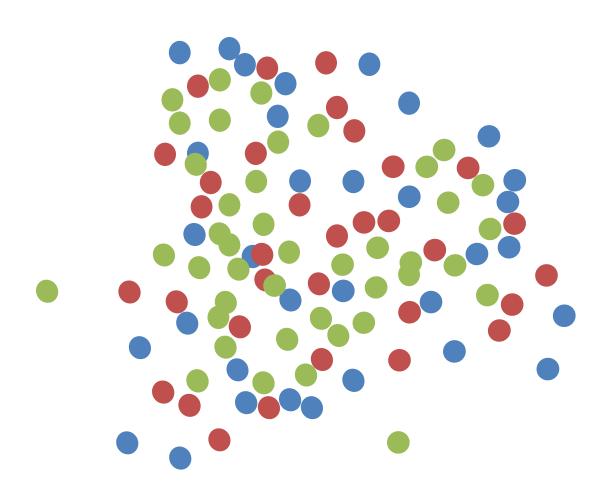
Prosperity Economy

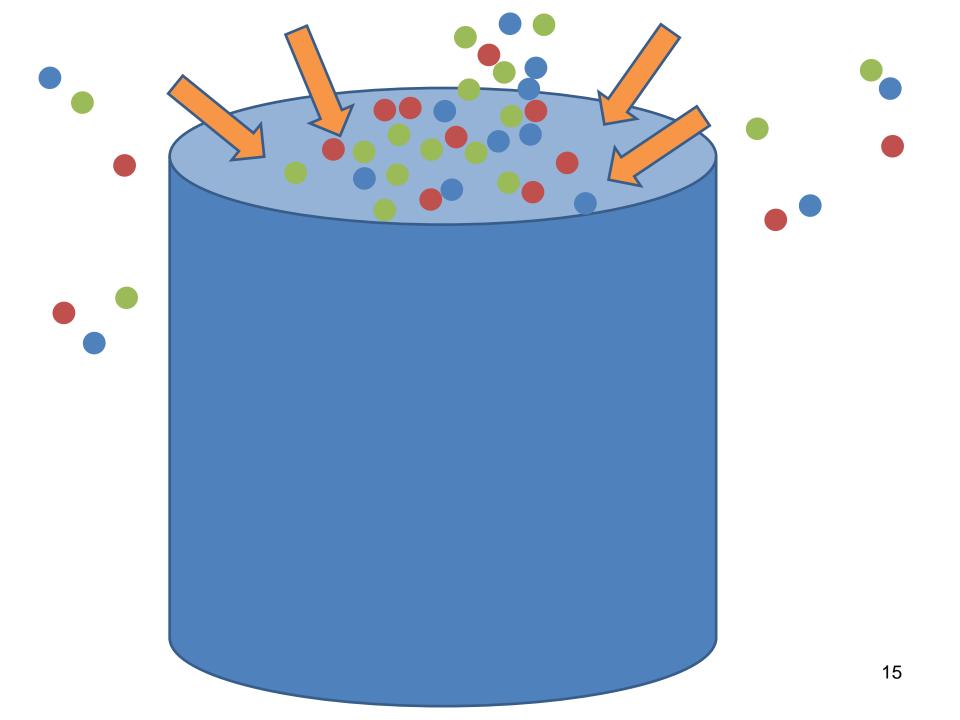
Finding a balance among

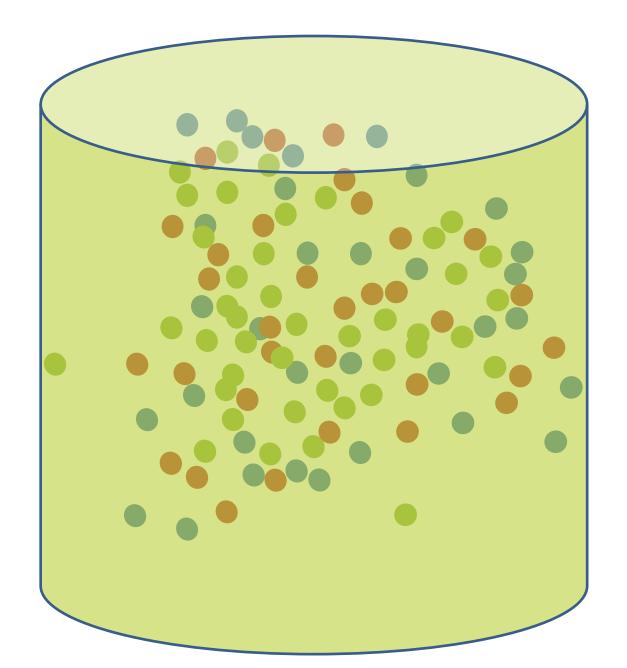
1) prosperity / jobs, 2) conservation / environment,

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

1 Areas of innovation

Signature initiatives

150+ Projects





Mueller Urban Village



Green Building

Seaholm Eco-District Ending Homeless -ness



Building Energy Retrofits

Renewable Energy

Zero Energy Capable Homes

Local Carbon Offsets



Eliminate Leaks

Reclaimed Water

Water-Wise Yards 3C Water Conservation Challenge Green Stormwater Management

Creen Infrastruct

Urban Forest

Protect Creeks & Rivers N'hood Parks & Greenspace Zero Waste @ Market

To Waske

Zero Waste @ Home

Zero Waste @ Work Recycling @
Special
Events



CHOOIS & YOU

Green Schools

Arts & Music Education

Children and Nature

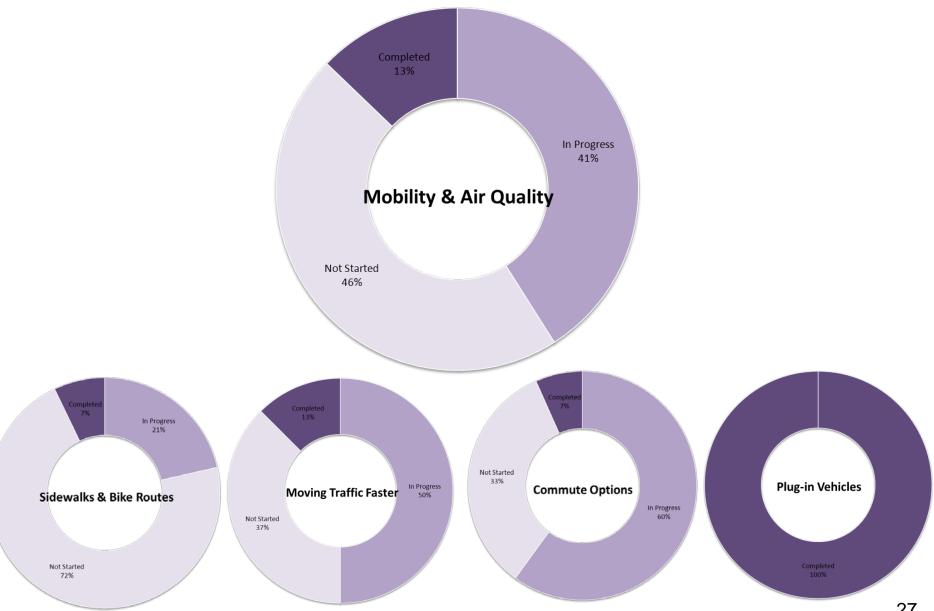
Youth & Careers

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

facebook.com/
austinsustainability





