

# Zero Waste Advisory Commission

Office of Sustainability Update

May 14<sup>th</sup>

Lucia Athens, LEED AP  
Chief Sustainability Officer



# Topics Covered Today

**1. City of Austin Sustainability Framework**

**2. Star Community Rating**

**3. Programs & Initiatives**

- **Schools**
- **Businesses**
- **Residents**

**4. Climate Protection**

# Austin Sustainability Framework



**rethink** / *Austin*  
FOR A BRIGHT GREEN FUTURE

**rethink** / Waste  
FOR A BRIGHT GREEN FUTURE

Energy

Climate

**rethink** /  
SUSTAINABILITY / CITY OF AUSTIN

Health

Mobility

# Star Community Rating



# STAR Community Rating System

- The nation's first framework to evaluate the sustainability of communities
- Convened by organizations including National League of Cities, now administered by non-profit
- Measures community sustainability like LEED measures building sustainability
  - voluntary
  - self-reporting
  - menu-based
- Developed collaboratively with technical experts and input from cities

City of Austin  
provided feedback  
on early drafts

Mayor Wynn's office  
participated in STAR  
Steering Committee  
beginning in 2008

Office of  
Sustainability beta-  
tested STAR with  
support from City  
Manager in 2010-11

# Austin's STAR Certification

- Austin is a Certified 4-STAR Community (5 is maximum)
- Recognized for national excellence
- Quantify successes and pinpoint areas of opportunity
- Office of Sustainability led, supported by 160+ individuals from City departments and community partners



# STAR Peers

## Early Adopters

- 30 communities in pilot including:
  - Austin, TX
  - Seattle, WA
  - Washington, DC
  - Portland, OR
  - Atlanta, GA
  - Boulder, CO
  - Santa Monica, CA
  - Des Moines, IA
  - and more

## First to be Rated

Austin (4 stars)  
Broward Cty, FL (4 stars)  
Evanston, IL (4 stars)  
Fort Collins, CO (3 stars)  
Indianapolis (3 stars)  
Lee Cty, FL (3 stars)  
Tacoma, WA (4 stars)  
*10 more undergoing verification, 7 others expected soon*

## Recently Joined

Second wave of STAR communities including:

- Houston, TX
- Denton, TX
- Plano, TX
- Baltimore, MD
- Raleigh, NC
- Phoenix, AZ
- Dubuque, IA
- and more



# Cities earn points in 7 categories across 44 sustainability areas

Built Environment	Climate & Energy	Education, Arts, & Culture	Economy & Jobs	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light	Climate Adaptation	Arts & Culture	Business Retention & Development	Civic Engagement	Active Living	Green Infrastructure
Community Water Systems	Greenhouse Gas Mitigation	Community Cohesion	Green Market Development	Civil & Human Rights	Community Health & Health System	Invasive Species
Compact & Complete Communities	Greening the Energy Supply	Educational Opportunity & Attainment	Local Economy	Environmental Justice	Emergency Prevention & Response	Natural Resource Protection
Housing Affordability	Industrial Sector Resource Efficiency	Historic Preservation	Quality Jobs & Living Wages	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality
Infill & Redevelopment	Resource Efficient Buildings	Social & Cultural Diversity	Targeted Industry Development	Human Services	Indoor Air Quality	Water in the Environment
Public Spaces	Resource Efficient Public Infrastructure		Workforce Readiness	Poverty Prevention & Alleviation	Natural & Human Hazards	Working Lands
Transportation Choices	Waste Minimization				Safe Communities	

# Waste Minimization Actions

- Waste Management Plan with Reduction Targets
- Product bans
- Public Education campaign
- Regional coalitions
- Incentives & regulations
- Recycling services for businesses & residents
- Targeted recycling programs
- Waste management programs
- Waste to energy conversion

# **Waste Minimization Benchmark: Zero Waste**

**Show progress toward  
achieving a 100%  
reduction by 2050 in  
total solid waste  
landfilled**

**Total solid  
waste disposed  
is on track to  
fall to ~0% by  
2050**



# Programs & Initiatives

- **Schools**

- **K-12 Grants**

- **Businesses**

- **Green Business Leaders**

- **Residents**

- **Green Alley Demo Project**

- **Rethink App**



# EDUCATION PROJECTS

Grants will be awarded  
for 2014 school year

**\$3000** each

Easy online application

Apply by  
**November 1, 2013**

22 grants awarded  
over past 2 years



**BRIGHT  
GREEN  
FUTURE**

***TELL US YOUR IDEA!***

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



OFFICE OF  
**SUSTAINABILITY**

CITY OF AUSTIN

Funded by Office of Sustainability, ARR, AE, WPD, AWU, Public Works

# Bright Green Future Grants related to Zero Waste

## Elementary

- Foundation Communities Afterschool Green Program
- Zavala recycling station
- Pease Outdoor Science & Learning Lab (recycled mtls)
- Cunningham PEAS community garden (composting)

## Middle School

- Small Green Tech Academy (composting & furniture construction from repurposed materials)

## High School

- Eastside Garden & Outdoor Classroom (composting)
- Garza's Garden (composting)
- Travis Outdoor Classroom (composting)











## **7 Categories**

## **Total Possible**

**Communication & Outreach**

**13 points**

**Energy**

**35 points**

**Resource Management**

**22 points**

**Transportation**

**23 point**

**Water**

**25 points**

**Healthy Work Environment**

**13 points**

**Community Stewardship**

**16 points**

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**150 points**





## **Zero Waste-Related Points**

- **Green Purchasing & Refurbished products**
- **Workplace Recycling, inc. batteries & phones**
- **Composting**
- **Rechargable Batteries**
- **Paper Reduction**
- **Non-Disposable Dishware**
- **Plastic Water Bottle Elimination**

**AUSTIN GREEN**



**BUSINESS LEADERS**

**125 Members**  
representing:

**10.5 million SF**

**13,861 Employees**

**Platinum: 80+** points

**Gold: 55-79** points

**Silver: 30-54** points



# Selected Members

**Office DEPOT.**

**ROUND2**  
An Avnet Company



**SAMSUNG AUSTIN  
SEMICONDUCTOR**



**BALCONES  
RESOURCES**  
*Naturally Inspired Thinking*

**rackspace**  
**HOSTING**



**Organics by Gosh**



**sn@p**  
**KITCHEN**  
Fresh, healthy take-away.

**WYNDHAM  
GARDEN**  
Austin

**WHOLE  
FOODS**  
**MARKET**

**JOURNEYMAN  
CONSTRUCTION**  
*Building Up, Moving Forward*

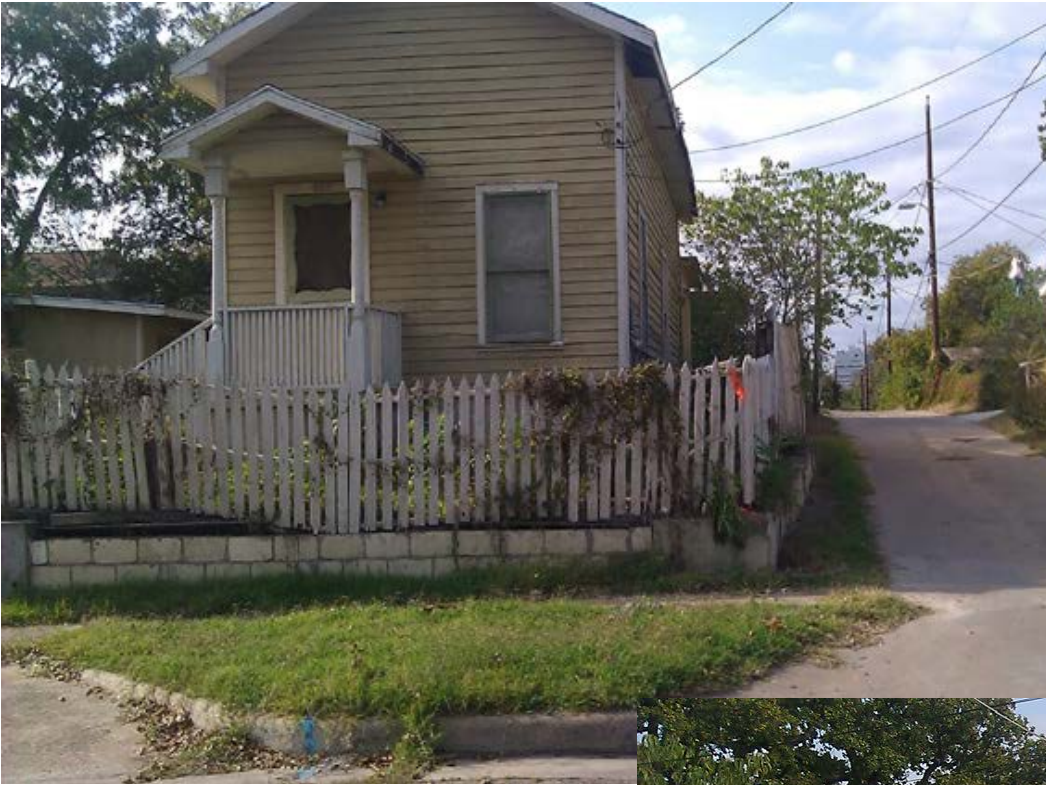
**ST. DAVID'S  
EPISCOPAL CHURCH**  
301 E 8th Street, Austin, TX 78701  
512.610.3500 † [www.stdave.org](http://www.stdave.org)

# Green Alley Demonstration Project

- Encourage compact neighborhoods
- Increase sustainability performance of ROW
- Model project demonstrating Imagine Austin
- Increase affordable housing choices
- Activate and beautify alleys
- Increase public safety and social interactions
- Encourage residents to “adopt” alleys







**Project site**  
**Guadalupe N'hood**  
**Alley between**  
**East 8<sup>th</sup> & 9<sup>th</sup>**  
**Lydia & Waller**



**rethink** / **Alleys**  
FOR A BRIGHT GREEN FUTURE









- Genius
- Food & Drink
- Home: Energy
- Home: Waste
- rethink/ Austin
- Home: Water
- Office
- Shopping
- Transportation

10 Categories of Actions

rethink/ Pins

Home: Waste Austin Home: Water

This is step 1: Get a reusable bag (or save a used shopping bag) and pledge to carry it with you.

Road Warrior

How's your local public transportation? If you've got it, count yourself lucky - riding the bus or train means se...

Summer Thermostat

Feed Leaders Activity Profile

Custom Austin Content

Earn Badges, Share ~ Social Networking

City of Austin Data Feed, Upload Photos

Share The Buzz

Rent-less Biz Trip, saved \$100+, ~1hr waiting & driving, 3 gals gas, some CO2 and got to walk Austin #rethink

11

SHARING SHARING

25 Points Earned

Buzz Bonus	5
Buzzed Road Warrior	
Photo Bonus	5
Worth a thousand words	
Comment Bonus	5
You tell 'em	

Facebook OK

Feed

TRENDING FRIENDS City of Austin

METRO

METROAIRPORT

Outbound to Austin-Bergstrom International Airport Limited Stop Service

100

1 LIKE

Gary Green

Rent less Biz trip, saved: \$100+, 1+ hr waiting & driving, ~3 gal of gas, some CO2 and got to walk Austin. #rethink

16 hours LIKE COMMENT

Feed Leaders Activity Profile



# behavior change motivation

*from a study conducted by a Southern CA utility*

**Avoid 262 pounds of GHG**

3% energy savings

**Save \$54 a month**

3% energy savings

**77% of your neighbors do it**

✓ **10% energy savings**

***your community's popular choice***

**AUDIENCE**

LARGE & DIVERSE

INTERACTIVE & RESPONSIVE



# Zero Waste-Related Badges

- Bin to Win
- Leftover Luncheon
- Pack a Sack
- Feed the Worms
- Silver Spoon
- Kill Bill
- Trash to Treasure
- Dirt Factory
- Catalog Crush
- Second Life
- Bright Idea
- Better Picker Upper
- Little Red Cartridge
- Metal Head
- Flip It
- HazMat



# Climate Protection

## Scope:

- City Operations GHG
- Community GHG

## Goals:

- Reduce Emissions
- Climate Resiliency



# Climate Protection

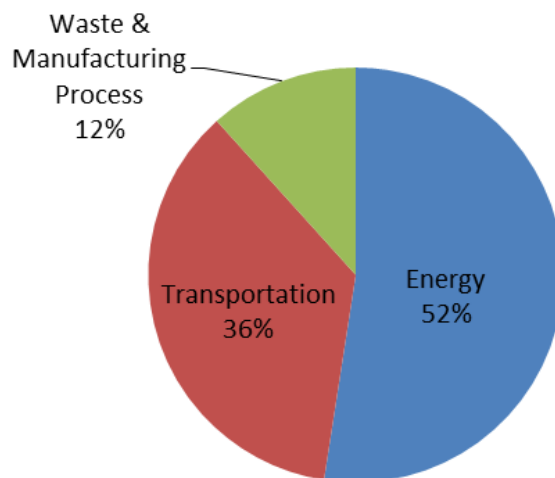
- **Municipal Reduction: Carbon Neutral by 2020**
- **Department Greenhouse Gas Footprint Tracking**
- **Carbon Neutral Fleet by 2020**
- **Green Purchasing**
- **Energy Efficiency of Municipal Buildings**
- **Climate Resiliency**
  - **New local climate change projections & report**
  - **Transportation Infrastructure Vulnerability Assessment**
- **Community GHG Reductions New Goal**

# Travis County GHG

- 52% Energy Use
- 36% Transportation
- 12% Waste & Manufacturing

**NEW Council goal: Zero Net Emissions by 2050**

**2010 Travis County Community GHG Inventory -  
est. 15.2 Million mt CO<sub>2</sub>e**

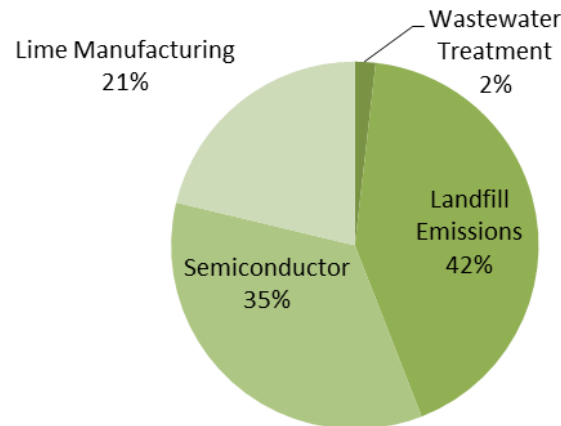


# Travis County Waste & Mfg GHG

- 42% Landfill Methane Emissions
- 35% Semiconductor Manufacturing
- 21% Lime for Portland Cement

**NEW Council goal: Zero Net Emissions by 2050**

**2010 Travis County Community GHG Emissions  
from Waste and Manufacturing Process - est  
1.7 Million mt CO<sub>2</sub>e**



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

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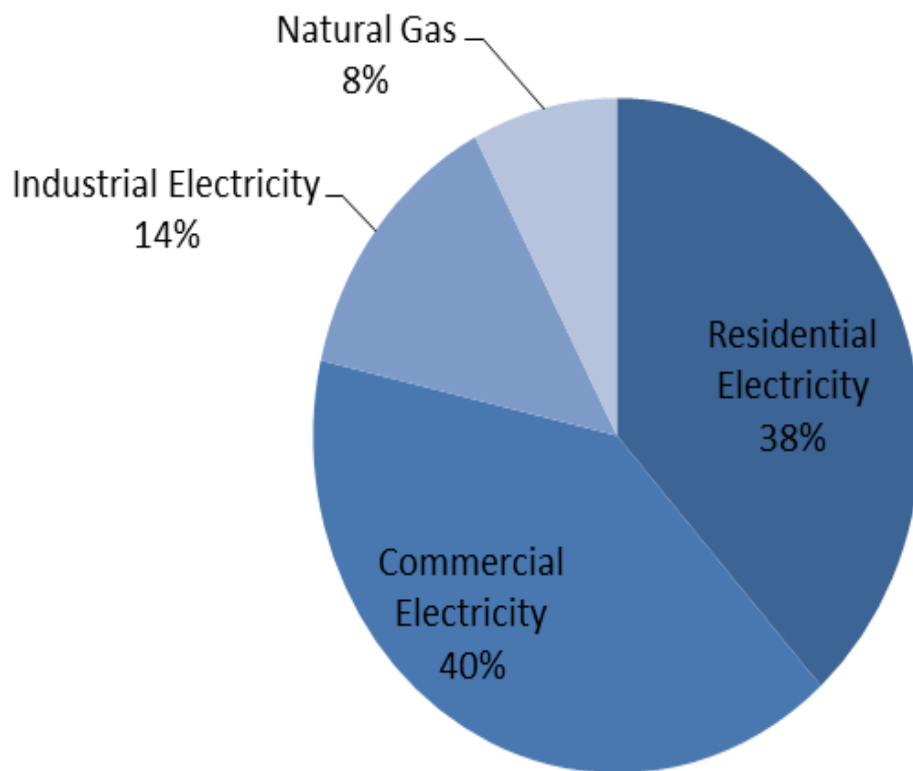
OFFICE OF  
SUSTAINABILITY

CITY OF AUSTIN



# Travis County GHG

## 2010 Travis County Community GHG Emissions from Energy Usage - est. 8 Million mt CO<sub>2</sub>e





# Travis County GHG

## 2010 Travis County Community GHG Emissions from Transportation - est 5.4 Million mt CO<sub>2</sub>e

