



Austin Community Climate Plan

Communications and Outreach Plan

Joint Sustainability Committee

September 28, 2016



Engagement isn't an event.

Engagement is an emotion.

Attitudes About Climate Change

Alarmed & Concerned

Worried

Believe threat is real

Support government policies & actions

Ready to take personal action

41%

Doubtful & Dismissive

Global warming isn't happening

Unwilling to increase use of public transportation

Don't support societal response

27%

Cautious & Unconcerned

Threat is not immediate

Personal actions don't matter

BUT, better safe than sorry as long as the cost is not too great

32%

Audience Preferences

Alarmed & Concerned

Heaviest news consumers

Seek information from
variety of mediums

Highest rates of
internet use

Higher rates of civic
participation

Cautious & Unconcerned

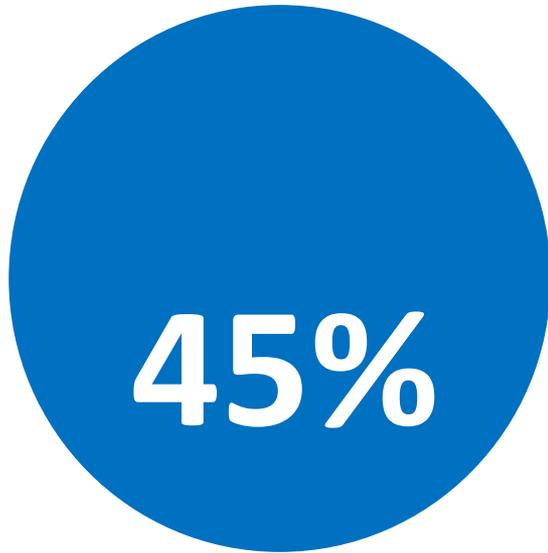
Trust media to deliver
news accurately

News comes primarily
from TV or newspapers

Politically moderate

Participate in religious,
youth, or senior groups

Austin Demographics



Homeowners



Renters

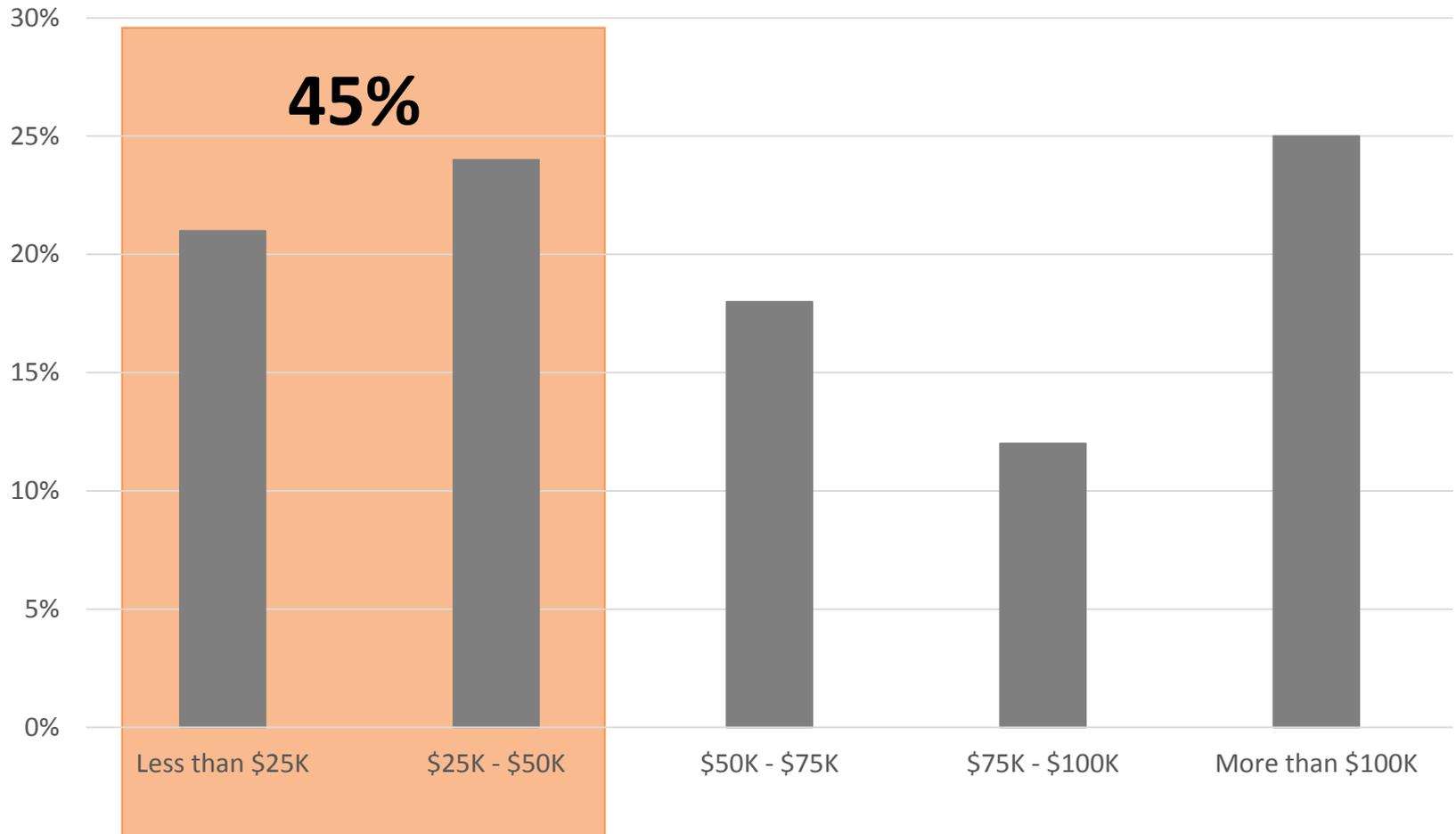
Austin Demographics

74%
drive alone to work



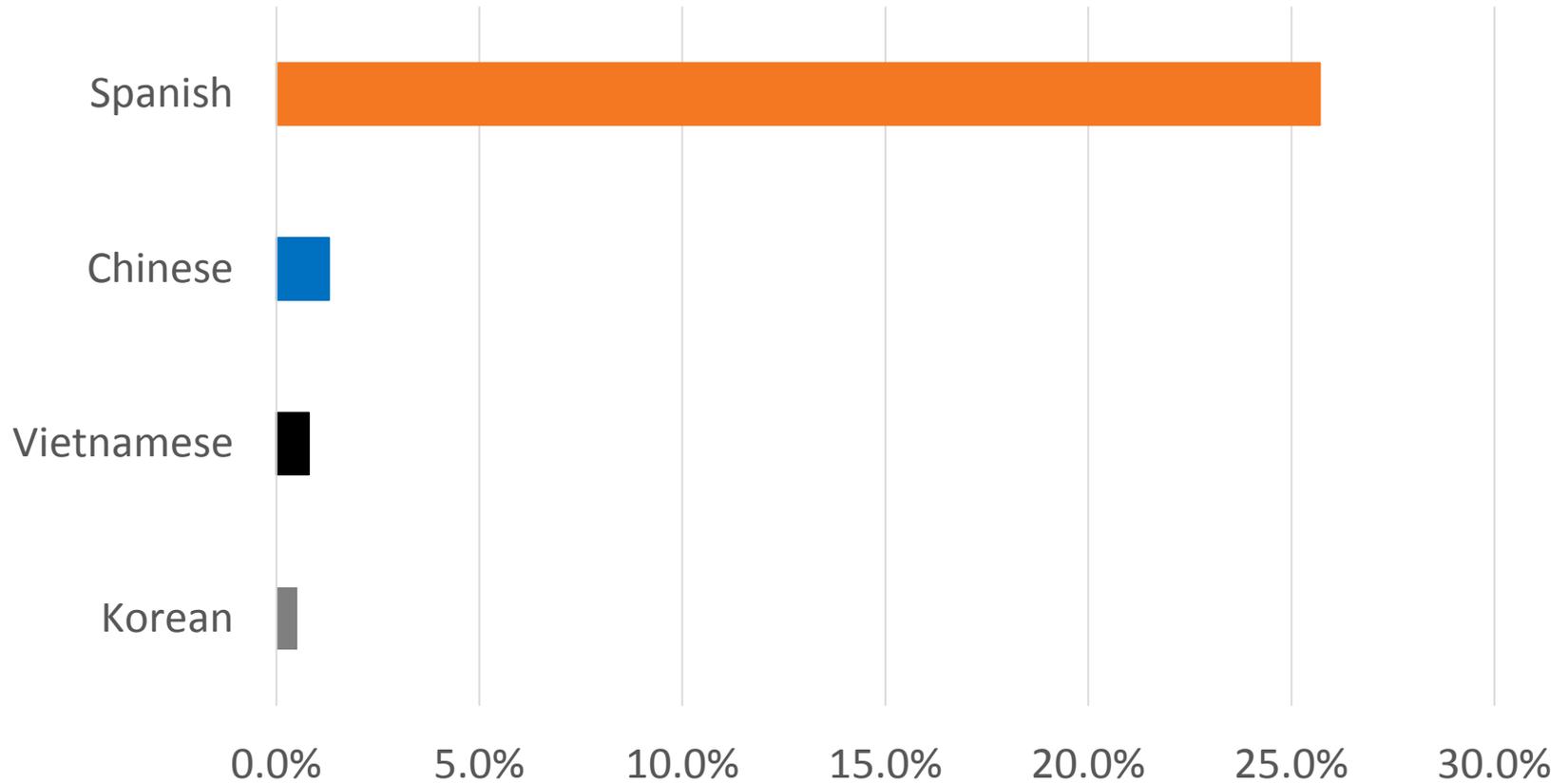
Austin Demographics

Household Income



Austin Demographics

Languages Spoken



Messaging Themes

Urgency

Climate change is happening

Ease

Simple, low-cost actions

Stewardship

Protect what you love
– Austin is special

Options

Transportation alternatives

Immediacy

Impacts to Austin

Co-Benefits

Saving time and money

Messaging Voice



Leadership

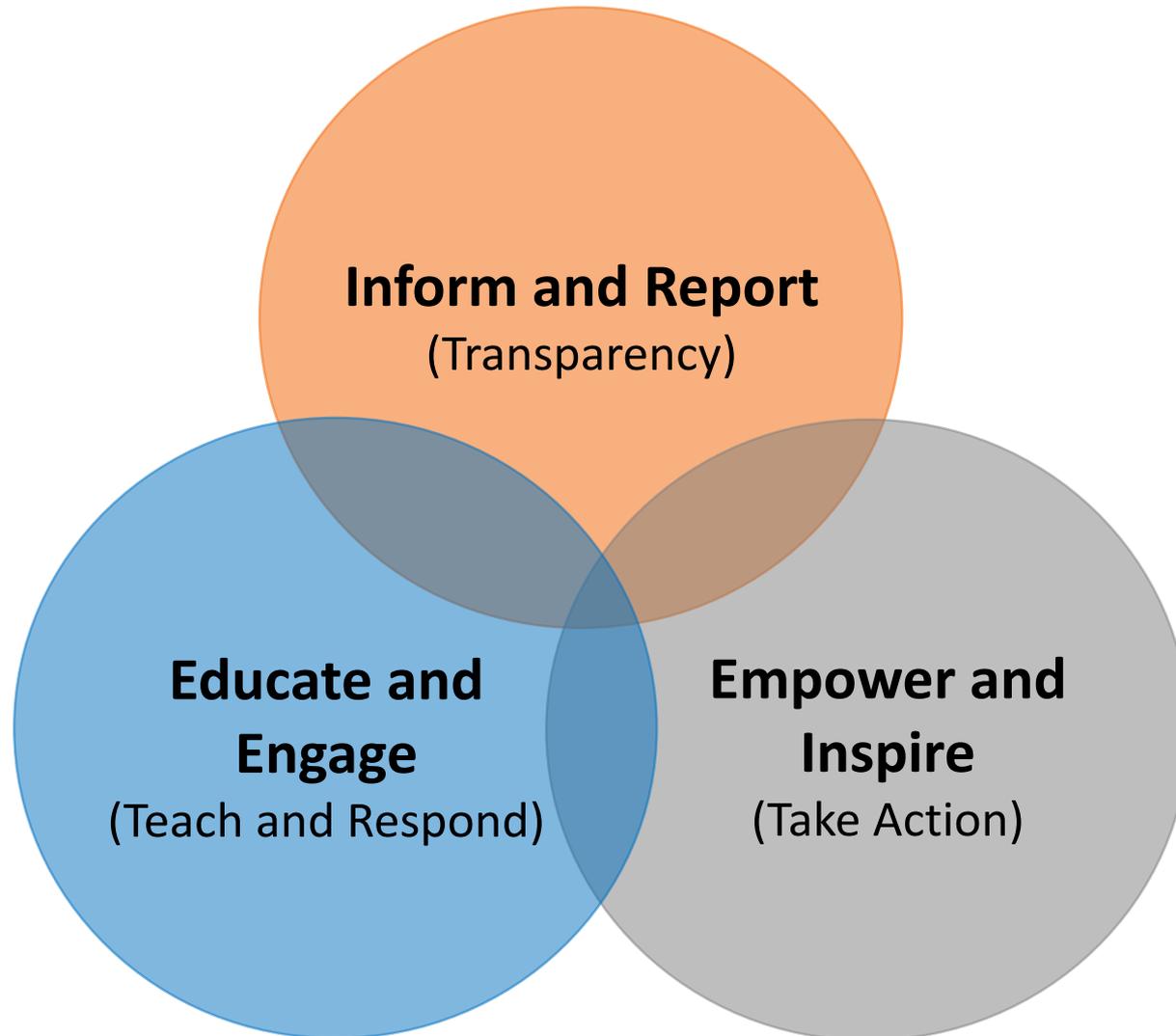
Important Data

Reliable & Consistent

City Actions

Helpful Resources

Messaging Strategies

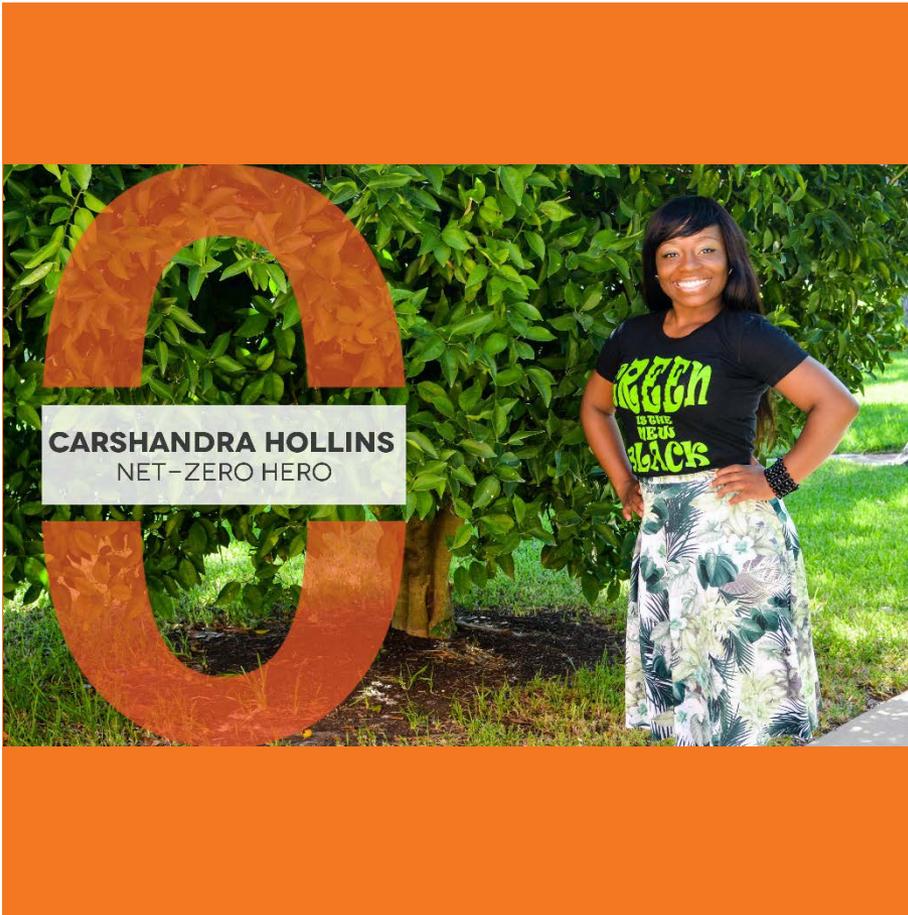




Phase 1

Communications Toolkit Development
October – December 2016

Completed Initiatives



Net-Zero Heroes

Department Home

Climate Change

Learn About Climate Change

City Policies and Plans

Progress Reports

Resilience and Adaptation

City Resources

Office of Sustainability

CLIMATE CHANGE

The Climate Program leads City efforts to implement strategies that address the challenges of climate change for Austin.

net-zero Three goals guide this work:

1. Carbon neutrality for City of Austin operations by 2020.
2. Net-zero community-wide greenhouse gases by 2050.
3. Effective strategies for resilience in the face of climate-related threats.

But it's going to take more than City action to protect and preserve what's best about Austin. **Everyone has to do their part to cut carbon.**

Tips for Cutting Your Carbon

Austin is green and we all want to keep it that way! Commit to taking action to reduce your carbon footprint and help ensure a safe, healthy, vibrant Austin for many years to come.

LEVEL 1 Beginner actions you can start taking today.

LEVEL 2 Intermediate actions to up your efforts.

LEVEL 3 Advanced actions for carbon-cutting superstars.

Net-Zero Heroes

Stories of Austinites doing simple things that collectively make a big difference.

REQUEST A SPEAKER

View our Net-Zero Heroes archive

TOP CONTENT

- ★ Bright Green Future School Grants
- ★ Rethink! Mobile App
- ★ News & Media Center
- ★ Climate Change
- ★ Green Resources

Learn About Climate Change

LEARN MORE ABOUT CLIMATE CHANGE

City Policies and Plans

CITY POLICIES & PLANS

Progress Updates

PROGRESS UPDATES

Resilience and Adaptation

RESILIENCE & ADAPTATION

City Resources That Can Help

CITY RESOURCES

Web Site

www.austintexas.gov/climate

Completed Initiatives



10 WAYS TO REDUCE YOUR CARBON FOOTPRINT



DITCH THE PLASTIC WATER BOTTLES
Invest in a reusable water bottle. You'll save money and the environment.



USE COLD WATER FOR LAUNDRY
And do your laundry in full loads. This will decrease the amount of water and energy used.



DRIVE MORE EFFICIENTLY
Use the accelerator lightly, coast to red lights, stay near the speed limit, and go inside instead of idling in parking lots or drive-thrus.



ADD WALKING/BIKING TO YOUR ROUTINE
Try to incorporate active travel at least once or twice daily. Walking one mile takes only about 20 minutes!



ADJUST YOUR THERMOSTAT
Set to 78 in the summer and 67 in the winter. Be sure to turn-off the heat and AC completely when you're not at home.



RECYCLE & REUSE
Keep stuff out of the landfill and reduce emissions that come from methane.



KEEP TIRES PROPERLY INFLATED
When tire pressure is low, cars have to work harder and burn more gas.



EAT MORE LOCALLY GROWN FOOD
Taste the difference, feel better and support the Austin economy!



TURN OFF LIGHTS & UNPLUG DEVICES
Every little action adds up to energy savings.



USE ALTERNATIVE TRANSPORTATION
Aim for at least once a week! Enjoy time to yourself instead of testing your patience in traffic.

LEARN MORE: [AUSTINTEXAS.GOV/CLIMATE](https://austintexas.gov/climate)

Tip Sheets



AUSTIN COMMUNITY CLIMATE PLAN

CURRENT SIGNS OF CLIMATE CHANGE IN AUSTIN:



HIGHER TEMPERATURES



EXTENDED PERIODS OF DROUGHT



INCREASED RISK OF WILDFIRE



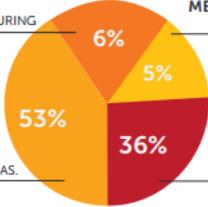
INTENSE RAIN AND FLOODING

Climate projections for Central Texas for the next 25 years indicate that there will be more days with rainfall over 2 inches, summertime droughts, and days with extreme temperatures over 110°F.

THE
PLAN

Austin City Council has set the **goal of reaching net-zero community-wide greenhouse gas emissions by 2050**. The Austin Community Climate Plan identifies more than 130 actions to reduce greenhouse gas emissions from energy, transportation, and materials and waste sources.

CURRENTLY, **13.7 MILLION** METRIC TONS OF GREENHOUSE GASES ARE EMITTED COMMUNITY-WIDE FROM:



Category	Percentage
ENERGY PRODUCED AND USED, SUCH AS ELECTRICITY AND NATURAL GAS.	53%
TRANSPORTATION SUCH AS CARS, BUSES, AND TRUCKS.	36%
METHANE PRODUCED BY LANDFILLS CAUSED BY THE TRASH WE GENERATE.	6%
INDUSTRIAL PROCESSES ASSOCIATED WITH MANUFACTURING	5%

Community Climate Plan Summary

Initiatives Underway

Climate Change in Austin video

Outreach Toolkit

Tip Sheets Translation

Content Calendar / Creation



Phase 2

Outreach, Engagement, Media & Advertising
January – August 2017

Outreach and Engagement

Community Events / Presentations

District Town Hall Meetings

Reddit AMA Sessions

Business Engagement

Media and Advertising

Facebook Boosts / Ads

Video Promotion – TV and web

Morning TV Segments

Print Recognition of Net-Zero

Heroes / Businesses



Phase 3

Evaluation / Planning for Future Efforts

September 2017

Review and Analysis

Community Carbon Footprint

Social Media Engagement

Advertising Reach / Analytics

Community Comments & Questions



Questions and Discussion