

**Economic Development Policy Update: Community Engagement Report**  
**Conversation with Joint Sustainability Commission, November 29, 2017**  
**City of Austin Attendees: David Colligan & Julia Campbell, Economic Development Department**

**Executive Summary:**

The conversation with the Joint Sustainability Commission resulted in the following take-aways:

- Develop ROI on sustainability metrics that do not only include economic indicators and include environmental and social metrics as well (reflective of the Carbon Impact Statement)
- Invest in projects that does not add to climate issues, but delivers on making improvements. 1) Mitigation: will this investment get us closer to our net zero greenhouse gas emissions goal, and if so, in line with the reductions mandated in the climate plan (25% reduction every ten years), and, getting to zero by 2050. 2) Resilience: will this investment lead to less vulnerability to drought and flooding?

**Meeting Notes:**

- In current recruitment, what do you mean by including “sustainability”?
- Do you ask if they have an annual sustainability report?
- Is there a minimum standard for LEED levels?
- All new developments? Any existing developments?
- Would it be possible to come up with Sustainability Score to apply to each project?
- Big companies that relocate and have a large campus on greenfield which are often not connected to transportation solutions – how do you promote infill development and preserve trees and water resources on the property that they build on by reducing impervious garden, etc.
- What about water usage? Samsung’s process is water-intensive but they have a great recycling system. Is water conservation a part of your scope?
- Our Climate Plan had clear matrices and quantitative measures – policy elsewhere tends to lack those real benchmarks. Make sure the policy asks for local workers, how many live within the urban core, mode of transportation breakdown, etc. Tie the measurements in this Incentive Policy directly back to the Climate Plan.
- We need this chapter 380 viewpoint to make positive change for equity and affordability. What are the successes achieved within the last 14 years? At the Domain, specifically, lots of uproar about that – how much did the city gain from giving away 10 years of sales tax? Your report needs to be more bottom-line specific, and answer the question: how did these agreements affect success?
- Include in sustainability matrix: water use, LEED standard workaround – look at having specific standards in the policy such as onsite solar, zero waste composting and recycling, waste-resistant products, packaging plans, transportation proximity to the urban core and support for mass transit are some priorities.) Carbon Impact Statement is a good place to start.
- Greenspace, trees, and recreation spaces are not mentioned. Engage with companies that will add to the community, not just take. For example, the Domain’s relatively small park is an afterthought. Companies should not just meet the minimum standards, they should go above and beyond to provide for the community.
- Blend companies operations with the local concerns.
- What’s your timeline to go to council?
- We would like to see an ROI on sustainability metrics that do not only include economic indicators. Please make sure to add environmental and social metrics as well. We talk about what we call a carbon impact statement
- Regarding the climate goals, we would like to see economic development that does not add to problems, but delivers on making improvements. For climate change this means:
  - Mitigation: will this investment get us closer to our net zero greenhouse gas emissions goal, and if so, in line with the reductions mandated in the climate plan (25% reduction every ten years), and, getting to zero by 2050. This is important as the investments will lead to changes that last longer than 10 years and will either allow us to reach our goals or build in that we will not. We want to prevent that.
- Resilience: will this investment lead to less vulnerability to drought and flooding?