



Austin Community Climate Plan

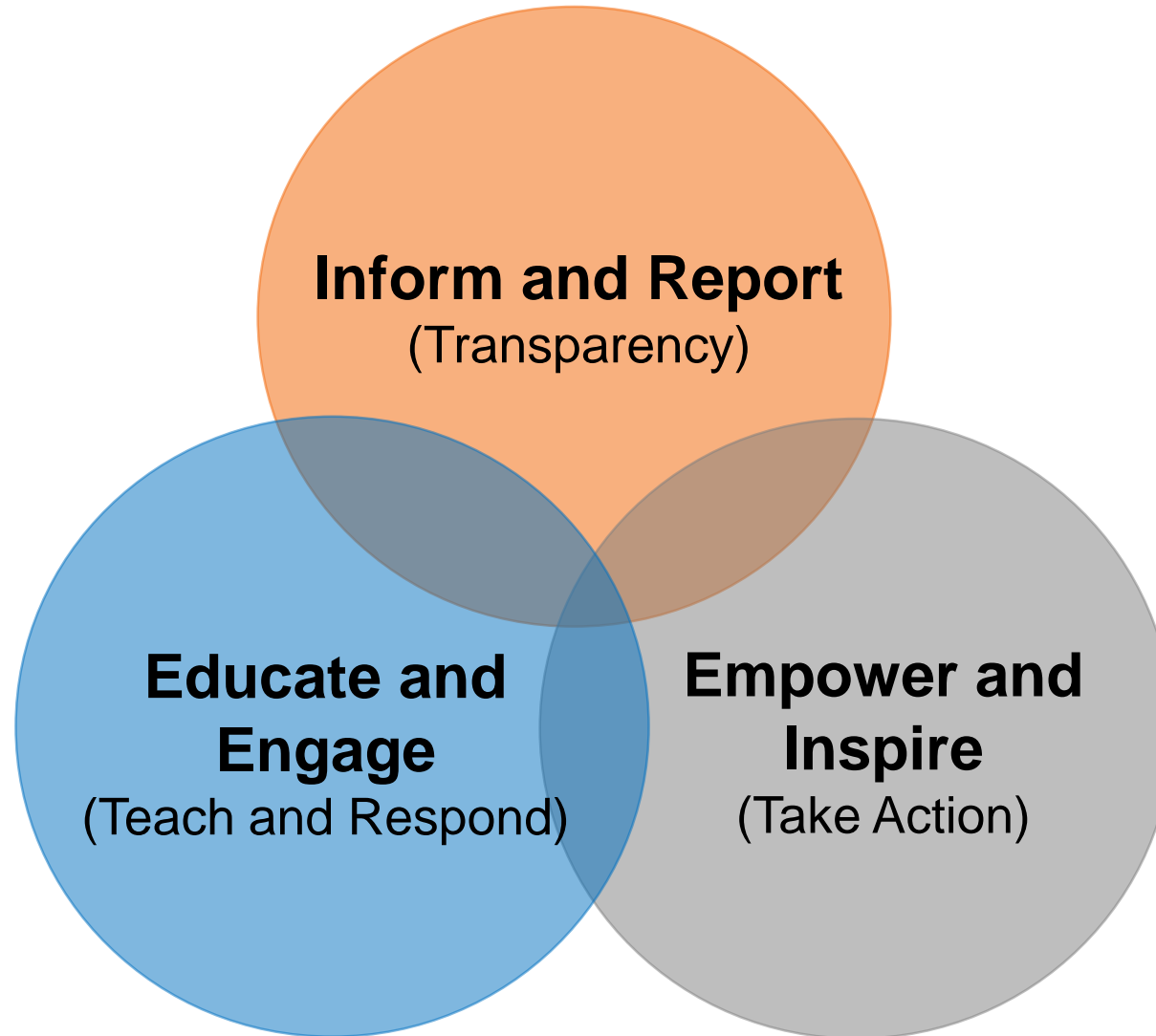
Communications and Outreach Update

Joint Sustainability Committee

August 22, 2018



Climate Communication Goals



Climate Communications Content & “Voice”



Leadership

Important Data

Reliable & Consistent

City Actions

Helpful City Resources

2017-2018 Activities & Outcomes



Televised promotional campaign

In person tabling and community outreach

Content distributed through digital channels

KXAN Campaign and Media Appearances

Reach “cautious” or “unconcerned” residents (adults 55+) to emphasize urgency and taking action

- 10 week campaign
- 102 15 & 30 second spots
- Pre-roll on KXAN.com
- 3 Studio 512 appearances



KXAN Campaign and Media Appearances

Net reach = 751,000

Reached 78.4% of adults 55+ at a frequency of 3.4

Post survey findings:

“Have you heard about Austin’s net-zero emissions goal?”

- “No” declined 11%
- “Yes” increased 8%

“Do you feel like you could personally impact climate change?”

- 2% increase overall (from 64% to 66%)

119 comments out of 155 respondents

- 51% positive
- 22% negative



Outreach at Community Centers & Branch Libraries

Provide climate education,
carbon reduction tips,
connect to City resources

Table conversations last summer:

- Dove Springs Recreation Center
- Camacho Recreation Center
- Manchaca Branch Library
- Walnut Creek Branch Library
- Austin Nature & Science Center
- Twin Oaks Branch Library
- University of Texas
- Dobie Middle School



Outreach at Community Centers & Branch Libraries

Total reach = 428 (300 at one event)

General response – lack of interest or negative

- Subject matter complexity
- Not “top of mind” for general audiences
- City of Austin as “messenger”
- Willingness / ability to adapt behaviors

Kids are receptive and want to take action



Digital, Web, and Social Media

- Climate Change in Austin video
- Net Zero Heroes
- Climate web pages
- Facebook posts – curated content
- Talk Green to Me – Facebook Live

The screenshot displays the Austin Community Climate Plan website. On the left, a sidebar contains navigation links for 'Resilience and Adaptation' and 'City Resources'. The main content area features a 'CLIMATE CHANGE' section with an introduction and three goals: 1. Carbon neutrality for City of Austin operations by 2020, 2. Net-zero community-wide greenhouse gases by 2050, and 3. Effective strategies for resilience in the face of climate-related threats. Below this is a video player for 'Climate Change in Austin' with a play button and a link to view the video in Spanish. A 'Tips for Cutting Your Carbon' section follows, listing three levels of actions: Level 1 (Beginner actions you can start taking today), Level 2 (Intermediate actions to up your efforts), and Level 3 (Advanced actions for carbon-cutting superstars). On the right, a 'TOP CONTENT' sidebar lists links to 'Bright Green Future School Grants', 'Climate Change', 'Rethink/ Mobile App', 'News & Media Center', and 'Austin Green Business Leaders'. Below this are buttons for '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', and 'City Resources That Can Help', 'CITY RESOURCES'.

Digital, Web, and Social Media

Climate Change in Austin video

(first month on Facebook):

- 73,576 people reached (62,924 organic)
- 21,319 video views
- 3,620 post clicks
- 1,626 reactions, comments, shares



Digital, Web, and Social Media

Net Zero Heroes:

- 30 Heroes featured since 2016
- 2018 average reach = 3,648
- 2018 engagement average = 92
(reactions, likes, comments, shares)



Digital, Web, and Social Media

Other top climate-related content:

- Web pages – 5,000+ page views annually
- Events / articles shared on Facebook
- Facebook Live: Talk Green to Me
 - Reached 1,169
 - 409 video views
 - 61 reactions, likes, comments, shares

Office of Sustainability, City of Austin
Published by Shannon Wisner [?] · May 17 · 🌐

"We are definitely on track to lose that summer sea ice cover. Honestly, I don't think there's any going back at this point."



2018
SEA ICE EXTENT IN EARLY MARCH
Age of Arctic sea ice
Arctic Circle

NYTIMES.COM
In the Arctic, the Old Ice Is Disappearing
This winter, the Arctic Ocean hit a record low for ice older

717 people reached

Tiffany Gold, Debbie Kelley and 4 others

Office of Sustainability, City of Austin was live — 3
attending Talk Green to Me: Climate Change at Austin Central Library, Austin Public Library.
Published by Amy Petri [?] · July 30 at 12:00 PM · Austin · 🌐

You're watching Talk Green to Me, live at the Central Library! The topic is Local Action on Climate Change, and our presenter is Zach Baumer, the City's Climate Program Manager. #TalkGreenToMe



56:03 12

Department Communications



Energy Efficiency
Home Weatherization
Green Building
Electric Vehicles
Community Solar



AUSTIN TRANSPORTATION

Smart Trips
Air Quality Program
Alternate Commute Programs



Universal Recycling Ordinance
Composting Outreach

Austin Energy – Energy Efficiency

Summer Savings Public Information Campaign

Key messages:

- Use Austin Energy's web app and Austin Water's Dropcountr app.
- Set thermostat to 78 degrees or higher.
- Access rebates to upgrade home energy efficiency.
- Water lawns on your assigned day.

Multi-platforms:

- Print, radio, TV, outdoor, social media, events, customer communications



Austin Energy – Energy Efficiency

Outreach to Low Income Customers

- 15,000 LEDs
- 560 homes weatherized, 850 complete by year-end
- 22,000 homes weatherized to date



Outreach to Multi-Family Properties

- 50,000 LEDs
- 539 units weatherized, 2,500 complete by year-end
- Improvements to 150,000 units to date



Austin Energy

2017 Green Building Program Outreach:

- Professional development seminars & events: 981 participants
- Green By Design educational program: 101 participants
- Cool House Tours: 777 attendees

2017 Green Building Program Outcomes:

Property Type	Number	Square Feet	Electric Savings
Commercial	25	2,113,280	11,388 MWh
Multi-Family	11	1,653,233	2,731 MWh
Single Family	649	2,164,187	816 MWh

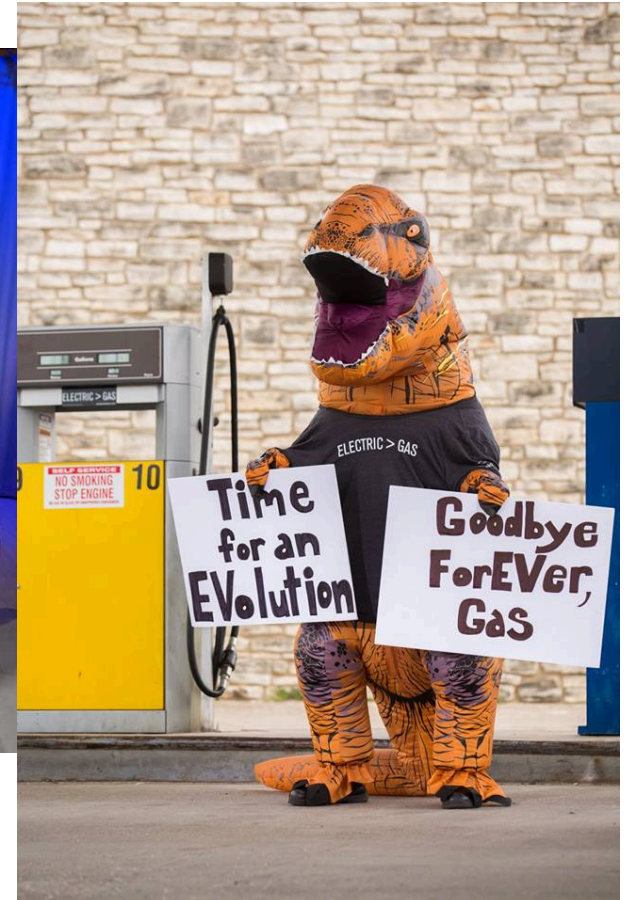
Austin Energy – Electric Vehicles

Electric Drive Opening



650+ charging stations
350,000+ charging sessions
2,800 metric tons of CO2 emissions avoided

EVs are for EVeryone campaign



Austin Energy – Community Solar

La Loma Community Solar:

Will serve 220 low income families

- Affordable housing
- Renters
- Non-profits

Pedestrian trail is planned

- Safe Route to Schools
- Educational opportunity



COMMUNITY SOLAR
para los clientes de CAP de la Ciudad de Austin

**¿No tiene techo?
¡No hay problema!**
¡Los clientes de CAP que califiquen pueden seleccionar energía solar del Programa Community Solar de Austin Energy a una tarifa reducida y recibir mejoras de eficiencia de energía a ningún costo!

¿Quién puede participar en Community Solar?
Todos los clientes residenciales pueden suscribirse al Programa Community Solar, incluyendo a los participantes de CAP que califiquen, los renteros, propietarios de vivienda con techos a la sombra y cualquiera que no desee instalar ni mantener un sistema solar en el techo.

¿Cómo funciona Community Solar?
Community Solar recibe la energía del sol que se almacena en los paneles solares de los tejados del Palmer Events Center y del Proyecto La Loma Community Solar que se completará pronto. Esta energía solar fluye a través de la red eléctrica de Austin Energy hasta los hogares de los clientes.

¿Cómo afectará Community Solar mi factura?
Los clientes que participan en CAP recibirán una reducción de 1.5 centavos de la tarifa de Community Solar, lo que reduce \$2 mensuales de la factura promedio de los participantes. La inscripción es limitada y se realiza por orden de suscripción.
¡Suscríbese hoy mismo!

¡SUSCRÍBASE HOY!

AUSTIN ENERGY

Para aprender más, envíe un mensaje de correo electrónico a communitysolar@austinenergy.com

Un programa de la Ciudad de Austin o llame al **512-482-5346**

austinenergy.com/go/communitysolar

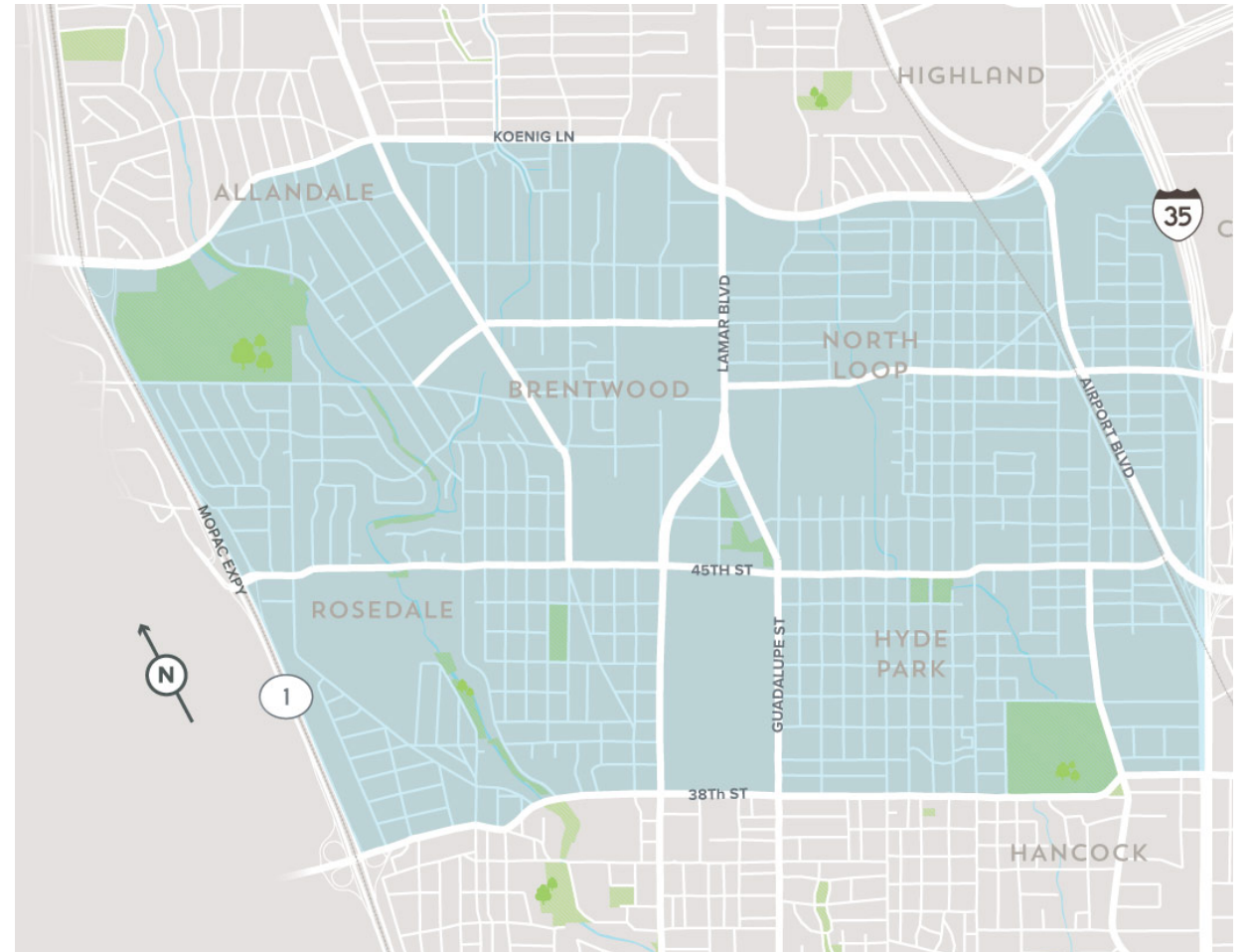
© 2017 Austin Energy

Austin Transportation Department

Smart Trips 2016

Central Austin

- Reached 12,600 households
- Goals:
 - Decrease single occupancy vehicle trips by 5-10%
 - Increase walking, biking, riding transit, carpooling trips by 5-10%
- Outcomes:
 - Transit mode share increased 5.9%
 - Active mode share increased 1.6%
 - Driving mode share decreased 8.7%

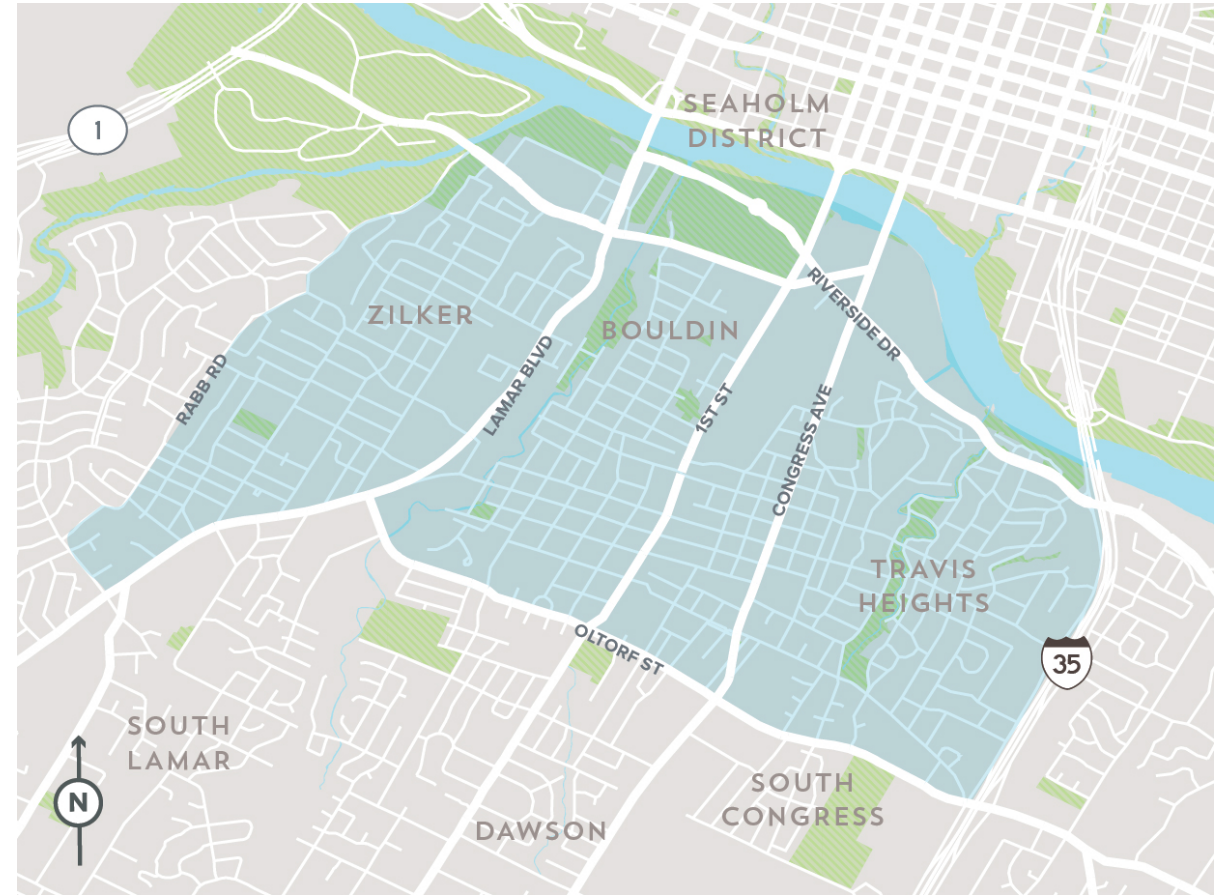


Austin Transportation Department

Smart Trips 2017

Central South Austin

- Reached 13,000 households
- Goals:
 - Decrease single occupancy vehicle trips by 5-10%
 - Increase walking, biking, riding transit, carpooling trips by 5-10%
- Outcomes expected soon

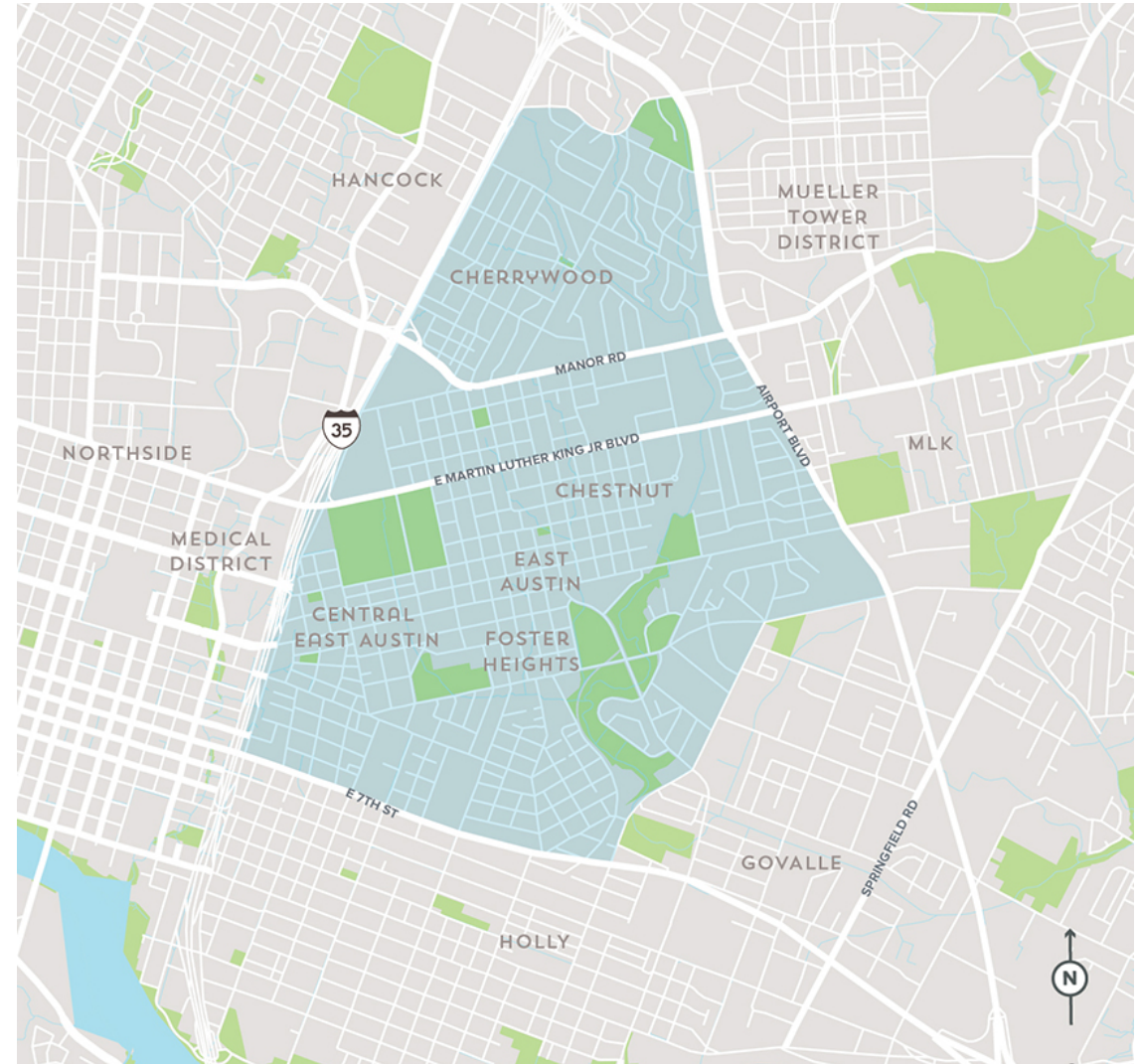


Austin Transportation Department

Smart Trips 2018

Eastside:

- Targeting 8,000 residents
- Goals:
 - Decrease single occupancy vehicle trips by 5-10%
 - Increase walking, biking, riding transit, carpooling trips by 5-10%
- Currently underway (July – November)



Austin Transportation Department

Air Quality Program

- 632 reached at community events
- Air quality tips provided through digital channels
 - 4,000+ unique page views
 - 100+ Facebook / Twitter posts
- Quarterly newsletters

Air Central Texas
August 8 at 2:37 PM · 🌐

Waiting in line to pick up your students from school? Roll the windows down and turn your car off while waiting. One less idle car means less air pollution so your students can breathe easier at school. Learn how to #TakeCareofOurAir and limit idling at <https://aircentraltexas.org/en/>

HELP US CLEAR THE AIR AT SCHOOL
HEALTHY AIR, HEALTHY KIDS

Air monitoring at schools has shown elevated levels of toxins during pick-up times as parents idle their cars while they wait for their kids. Exhaust fumes from increases in asthma and lung disease a

AIRCENTRALTEXAS.ORG
Air Central Texas
Air Central Texas Homepage

1

Like Comment

Air Central Texas
July 31 at 5:11 PM · 🌐

Wednesday, August 1, 2018 has been declared an Ozone Action Day for the Austin Region #BeAirAware

OZONE ACTION DAY TAKE ACTION!

1 FUEL UP AND MOW YOUR LAWN AFTER 6:00PM

2 AVOID THE DRIVE THRU - PARK AND WALK INSIDE

3 CARPOOL OR TAKE PUBLIC TRANSPORTATION

4 WALK - TO - LUNCH!

KEEP IT CLEAN STAY VIBRANT

Like Comment Share

Austin Transportation Department

Commute Solutions

- 7,802 sustainable trip entries
- 79,781 vehicle miles reduced
- 2,894 gallons of gas saved
- 29 tons of CO2 emissions avoided

Smart Commute Pilot Program

May – October 2017 (6 month incentive program pilot)

- 10% of regular and civil service workforce registered
- 84,306 sustainable trips
- 1.3 million vehicle miles reduced
- 380 tons of CO2 emissions avoided



Movability Austin


- 54 members representing 70,000+ commuters
- 3,350 social media followers, 33,200 average monthly impressions
- 3,250 bi-weekly newsletter subscribers


Austin Resource Recovery

Universal Recycling Ordinance:

- 11,000+ businesses provided Zero Waste Guidance
 - 8,804 properties URO-compliant (86%)
 - 495 food-permitted businesses URO-compliant (97%)
- URO rebates this year = \$53,200

UNIVERSAL RECYCLING ORDINANCE
Fact Sheet for Property Owners






The Universal Recycling Ordinance (URO) supports Austin's Zero Waste goal by requiring affected property owners to ensure that tenants and employees have access to convenient recycling. The ordinance is intended to increase the life of local landfills, reduce harmful environmental impacts, and encourage economic development.


The ordinance requires affected property owners and managers to provide:

1.




Sufficient recycling capacity for tenants and employees

2.




Convenient access to recycling services

3.



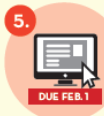
Recycling services for paper, plastics #1 and #2, aluminum, glass, cardboard

4.



Bilingual recycling education and informational container signs

5.



Online Submission of Annual Diversion Plan

Who is affected? When?

Properties are phased in over five (5) years. By Oct. 1, 2017, the Responsible Parties (property owners and managers) at all commercial properties will be required to ensure recycling is available to tenants and employees. See the chart below to learn when your property is affected.

Commercial properties larger than:	Multifamily properties larger than:	Facilities are subject to the URO beginning:
100,000 SF	75 dwelling units	10/1/2012
75,000 SF	50 dwelling units	10/1/2013
50,000 SF	25 dwelling units	10/1/2014
25,000 SF	10 dwelling units	10/1/2015
5,000 SF	All properties	10/1/2016
All Properties	All Properties	10/1/2017

Who is affected? When?

Starting Oct. 1 2016, the largest businesses with food service permits will be required to establish organics diversion programs.

For more information about the Organics Diversion requirements, please go to: austintexas.gov/commercialrecycling


Multifamily properties include:

- Apartments
- Condominiums
- Mobile home parks
- Long-term nursing facilities
- Other multifamily properties


Commercial properties include:

- Office properties
- Retail stores and malls
- Medical facilities
- Religious buildings and private schools
- Restaurants, bars, and grocers
- Hotels and motels
- Industrial facilities and warehouses
- Mixed-use properties*

*Can report as a single commercial property or separate commercial and multifamily spaces



For operational tips and helpful resources,
please visit: austintexas.gov/commercialrecycling



Austin Resource Recovery

Composting Education:

- 2,300 views of How to Backyard Compost video (8,000+ total)
- Classes (15-18 people per class)
 - Backyard Composting classes:
213 attendees
 - Chicken-keeping classes:
407 attendees
- 36 composting rebates issued



Austin Resource Recovery

Curbside Composting Outreach:

38,000 homes added this year

Communication Methods:

- Direct mail – 38,000 customers
- Welcome Packet with cart – 38,000 customers
- Website – 12,501 unique page views
- Instructional videos – 3,500+ views
- Social media:
 - 30,031 reached
 - 1,388 engagements
 - 3,925 post clicks
- Neighborhood group meetings – 1,200 attendees



What's next: Business Outreach

SEPTEMBER ACTIVITIES:

- Austin Green Business Leaders educational event:
 - Austin Energy Commercial Rebates
 - Austin Energy Electric Vehicle Program
 - Austin Energy Green Building
 - Capital Metro
 - Austin Transportation Department
 - Movability Austin
 - Austin Resource Recovery

What's next:

Climate Awareness Month

OCTOBER ACTIVITIES:

- Public relations and media coordination
- AMA Reddit Session
- Social media campaign – Top Ways To Reduce Your Carbon Footprint
- Austin EcoNetwork ads / blogs / partnership
- Drawdown simulcast for community leaders – Friday, 10/19
- Rethink/ mobile app community-wide CO2 Reduction Challenge



Questions and Discussion