



**Item 1**

**JOINT SUSTAINABILITY COMMITTEE  
MEETING MINUTES**

**REGULAR MEETING  
August 22, 2018**

**The Joint Sustainability Committee convened in a regular meeting on August 22, 2018 at City Hall in Austin, Texas.**

**Chair Jim Walker called the Board Meeting to order at 6:10 p.m.**

**Board Members in Attendance:**

Chair Jim Walker, Vice Chair Kaiba White, Holt Lackey, Francoise Luca, Michael Osborne, Fisayo Fadelu, Patricia Seeger, Katie Coyne, Nhat Ho

**Board Members Absent:**

Blythe Christopher de Orive, Sabrina Santos Joplin, Adrienne Haschke, Joep Meijer, Kelly Davis

**City Staff in Attendance:**

Zach Baumer, Cavan Merski, Lucia Athens, Amy Petri

**1. APPROVAL OF MINUTES**

Committee Michael Osborne moved approval of the July 25 minutes with an amendment, committee member Fisayo Fadelu seconded.

**2. CITIZEN COMMUNICATION: GENERAL**

Gil Starkey (350 Austin)

350 Austin's goal is to get CO2 concentrations in the atmosphere back to 350 ppm. Currently, 409 ppm. He says AE needs to be 100% renewable by 2030 and need to close FPP by 2023 at the latest.

Travis Duncan – (candidate for mayor) EMP attack is a threat to our grid nationwide. We need to make our grid EMP resilient.

**3. NEW BUSINESS**

**a. Update on the Austin Community Climate Plan from the Climate Program Manager  
(Discussion and/or possible action)**

Nothing to present

**b. Office of Sustainability, Briefing on Public Outreach and Engagement (Discussion and/or possible action)**

- The Office of Sustainability has three main categories of communication

- Inform and Report (Data)
  - Educate and Engage
  - Empower and Inspire
- 2017-18's focus was a televised promotional campaign, tabling and community outreach and digital content.
  - Climate change video campaign
    - 102 - 15 and 30 second ads on KXAN
    - Positive results in pre post surveying
  - Outreach at Community Centers and Branch Libraries
    - General response – lack of interest or negative
  - Digital Web and Social Media
    - Thousands of views on Facebook
    - Talk Green to me was livestreamed on Facebook live
  - Other COA Dept. Communications
    - AE and AWU's focus on energy and water conservation
    - AE's Green Building and EV promotion
    - AE's La Loma community Solar
      - Will serve 220 low income families
    - ATD
      - Smart Trips was deployed in a central Austin neighborhood, then south, now east Austin
      - Commute Solutions, Air Quality, Movability Austin
    - ARR
      - URO being implemented
      - Chicken coops and composting rebates
      - Curbside composting, 38K homes reached this year
  - What's next? Business Outreach
    - AGBL Event, 240 Business members, city department information for rebates and other green programs
    - Climate Awareness Month. Rethink App Challenge, Reddit AMA, PR, Social Media

Question (Kaiba White): What were the raw numbers for 'Have you heard about the net zero emissions goal'?

Amy Petri: will follow up with that information.

Was there a way to relate people's table concerns back to climate change?

Amy: Conversations were generally abrupt and showed disinterest.

Question (Katie Coyne): We need to be cognizant of how we're framing things to build empathy and trust.

Amy Petri: We are focused on meeting people where they were and understand their issues and challenges are.

Question (Katie Coyne): Did we tie in resilience to any communications?

Amy Petri: We're still working on how to allocate the budget and haven't defined resources for resilience communication.

Question (Katie Coyne): What's the collaboration amongst the different COA programs?

Amy Petri: we amplify other COA programs and coordinate with them as much as possible.

Question (Nhat Ho): What's the context of the responses of people who are not concerned / too busy? Are there other issues that people are occupied by?

Amy Petri: Many people have other more pressing problems than climate change or ways to participate in programs that address climate change.

Question (Patricia Seeger): Any plans to take community outreach to the north / northeastern parts of Austin?

Amy Petri: Unsure since we need to revamp this approach because the interactions were so negative.

Where do we get the 78% of the over 55 segment?

Amy Petri: That's 78.4% of their viewership over 55.

Comment (Fisayo Fadelu): Can we go out with other departments and piggy back on their efforts rather than going out solo? This could help us deal with their problems and also explain how climate change is related to other more immediate issues to them.

Question (Holt Lackey): What have we done in terms of going into workplaces and social media of private companies?

Amy Petri: AGBL program is our main conduit to private businesses. Businesses get to network and we tell them about programs that can help them and they can give each other ideas for sustainable programming.

Question (Jim Walker): Is there any pre post analysis planned for the climate awareness month programming?

Amy Petri: That was mostly tied into KXAN using their viewership data.

Comment (Jim Walker): Perhaps we can collaborate with organizations efforts in terms of communications? 350.org, etc?

Comment (Michael Osborne): One of the most effective climate change communications I've ever seen was in the JSC delivered by a 9 year old. Perhaps we can use children more in our communications as they will be more impacted by it than we will.

#### **4. OLD BUSINESS**

**a. Discussion regarding the emissions from residential natural gas and electric heating equipment, in relation to the City of Austin Energy Code (Discussion and/or possible action)**

Keep in old business, carry this forward to next month.

**b. Discussion on Committee priorities related to the City of Austin Fiscal Year 2019 Budget and potential 2018 General Obligation Bond (Discussion and/or possible action)**

Comment (Kaiba White): This budget explains how we can fully fund a program that makes recycling available in all parks and recreation facilities. I ask that the JSC simply endorses the recommendation of the task force (option B2) but note to council that there are still options for council to consider.

Comment (Jim Walker): I don't think we should endorse a recommendation of any of the options, but rather support the other commissions deciding on the options on whatever decision they make.

Comment (Kaiba White): Would members be comfortable simply endorsing a 2 year implementation plan?

Comment (Katie Coyne) I second Kaiba, I don't think it would be problematic to endorse an option ahead of the other commissions' decisions.

Comment (Holt Lackey): I don't understand what the FTE's job is and what the other cost numbers specifically represent.

Comment (Kaiba White): The receptacles are expensive, collection cost is for:

- a) Reimburse ARR for cart service and
- b) Dumpster service when needed.

PARD's bill to ARR ultimately depends on the actual number of carts they will collect.

Comment (Michael Osborne) I see a posting issue. This needs to be posted on our agenda before we vote to endorse something specifically. We can vote to say we're in favor of moving toward recycling in our parks.

Comment (Francoise Luca) – PARD has other programs like Leave No Trace which could reduce the volume of trash in parks. The amount of trash will be reduced because recycling will be split out from the trash.

Comment (Kaiba White) – PARD has considered the right sizing of trash and recycling cans so the absolute number of trash cans is likely to go down but this is included in the plan.

Comment (Patricia Seeger): – I support the city recycling in parks. I suggest we have language similar to “JSC supports recycling in public facilities over the next 2 years.”

Comment (Nhat Ho) – I agree with Michael, we should support goals and priority but not meddle in the numbers.

Motion (Kaiba White) JSC recommends that the FY2019 budget include adequate funding to fully implement recycling in all parks and recreation facilities by the end of FY2020. (No second).

Motion (Holt The JSC endorses as a priority in the FY19 budget such funding as is necessary to ensure that recycling facilities are available and accessible in all Austin parks and recreation facilities by the end of FY20

Second with amendment (Kaiba White): change the word “available” to “fully implemented” instead of available

Passes 8-0

#### 4a Citizen Communication

Tim Arndt – The city wants equity, affordability and sustainability. A door to door campaign with emergency repair, sustainability and energy efficiency could help with all of these. JSC can advise council on how to bring money for emergency home repairs. The COA should collaborate across departments to maximize the impact of their outreach dollars.

Question (Holt Lackney) What are the economies of scale?

Tim Arndt – Economy of scale comes from outfitting whole neighborhoods in a marketing and outreach. From a repair standpoint contractors don't have to roll trucks all over time to do one house here and there.

Comment (Katie Coyne): Watershed has a pilot project called Waller 3 which looks at ways to incentivize private property owners to install watershed protection features at a neighborhood scale which could overlap with this initiative in a way that could have a collective impact.

Question (Patricia Seeger) – Will there be an RFP for contractors to bid at a neighborhood scale level?  
Tim Arndt: I haven't gotten that far in the thought process.

Question (Fisayo Fadelu): Is there money being left on the table currently?

## **5. FUTURE AGENDA ITEMS**

- Capital Metro and Strategic Mobility Plan
- Water Forward in October
- Public announcement on Atlas 14
- Equity report

## **ADJOURNMENT**

Chair Walker adjourned the meeting at 7:45 p.m. without objection (Osborne first, Ho second).

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For more information on the Joint Sustainability Committee, please contact Zach Baumer ([Zach.Baumer@austintexas.gov](mailto:Zach.Baumer@austintexas.gov) or 512-974-2836).