

# Office of Sustainability Austin City Council Briefing

September 27, 2012

## Positive Impact on Climate & Community (PICC)

**Lucia Athens, *Chief Sustainability Officer***  
**Zach Baumer, *Climate Program Manager***



# Presentation Outline

---

1. City of Austin Sustainability Action Agenda
2. 2007 Climate Protection Resolution
3. Proposed PICC Program
4. Questions





# Sustainability Action Agenda

---

- Inventory of city-wide sustainability activities
- Triple Bottom Line - People, Planet, Prosperity
- Cohesive management framework
- Communicate direction for next 12-24 months
- Track progress & celebrate achievements



People



Planet



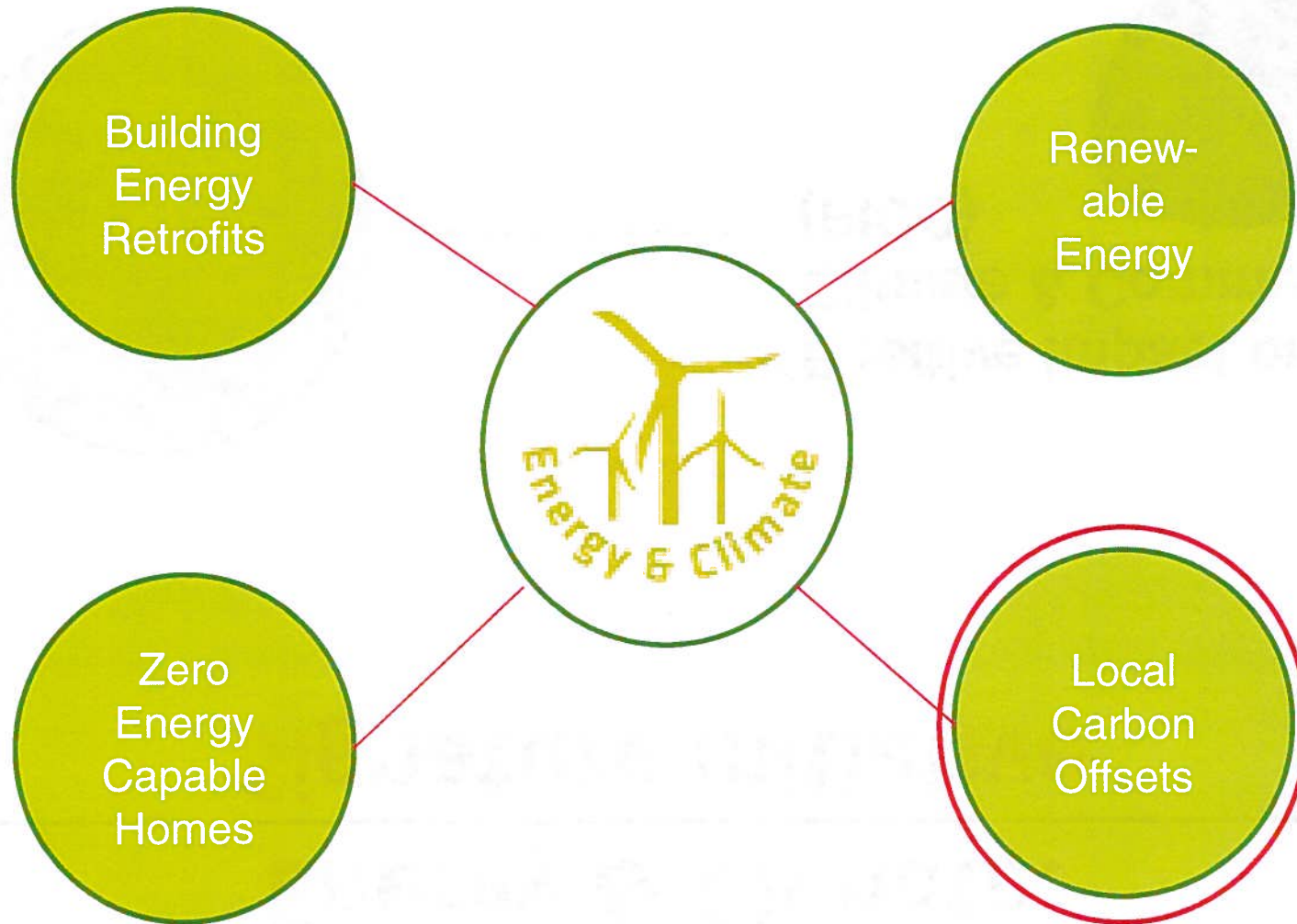
Prosperity





# Agenda Action Area: Energy & Climate

---



# Energy & Climate: Signature Initiative

---



✓ **Positive Impact on  
Climate & Community  
(PICC)**



# 2007 Climate Protection Resolution

---



- 5c. *develop a menu of greenhouse gas reduction strategies for local implementation that citizens and organizations can fund through the purchase of "carbon offset" credits, thereby reducing their own carbon footprint;*
- 5e. *promote carbon neutrality among visitors by providing mechanisms and incentives for the purchase of offset credits by travelers, conventions, tradeshow and festivals.*





# What are carbon offsets?

---

A carbon offset is the third party verified legal claim to a **reduction in emissions** of greenhouse gases ( $\text{CO}_2$ ) made in one place, **to offset an emission** made elsewhere.



**Carbon reduction project...**



**...to offset emissions**

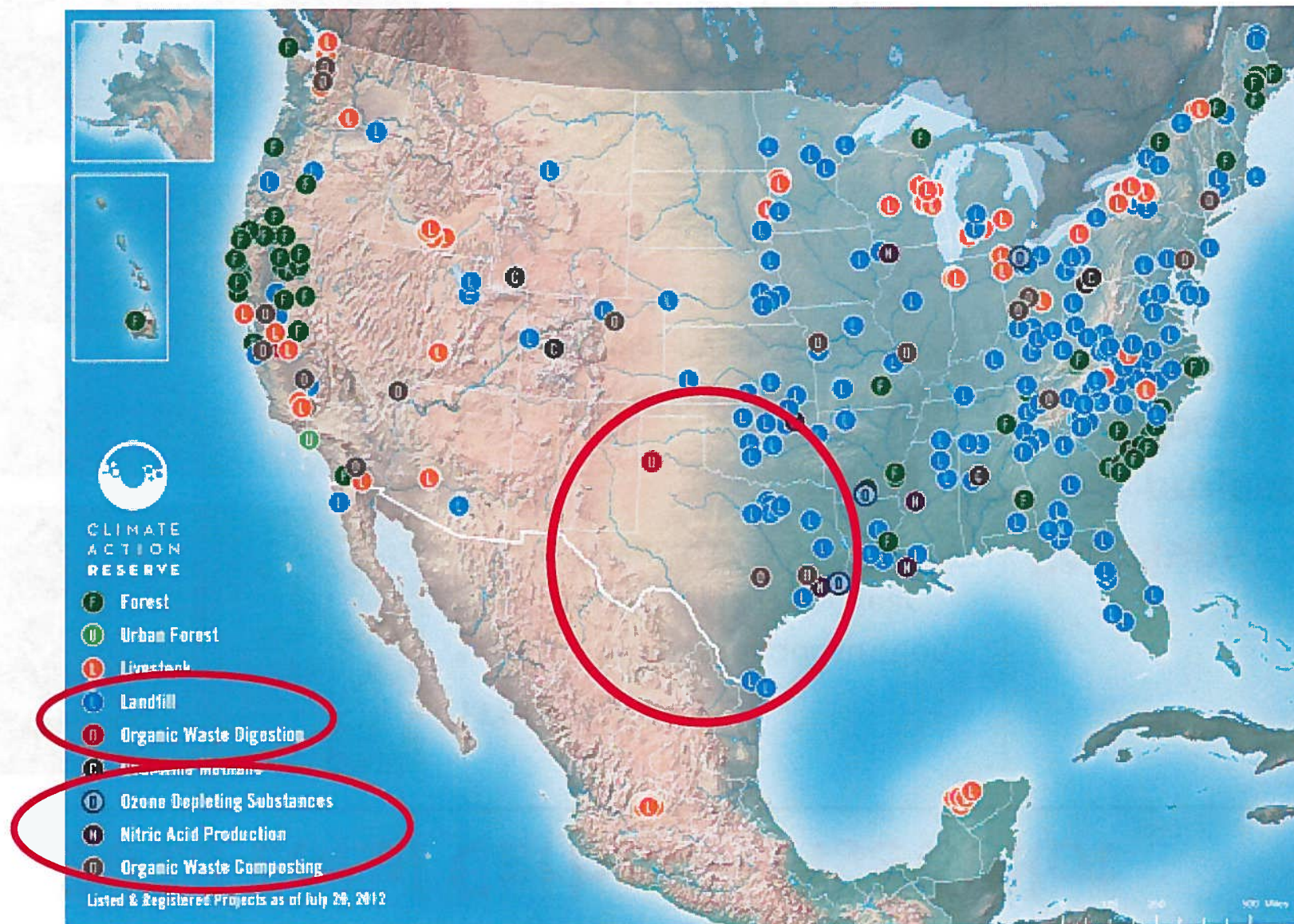
**Perspective:**

**Average Austinite's Annual Carbon Footprint = 15 mt  $\text{CO}_2$**

**Total Travis County Annual Carbon Footprint = 15 million mt  $\text{CO}_2$**



# Texas Verified Emission Reductions





# 2010 Local Carbon Offset Pilot

---



## TreeFolks

- Soil / Biomass sequestration
- Offsets: 1 mt CO<sub>2</sub> per year
- Timeline: 2013



## Foundation Communities

- 5kW Solar PV at M-Station
- Offsets: 4 mt CO<sub>2</sub> per year
- Timeline: Spring 2012



## Yellow Bike Project

- 11.4 kW Solar PV array
- Offsets: 8 mt CO<sub>2</sub> per year
- Timeline: Spring 2012

## Positives

- 10+ projects applied
- All local + innovative
- Community value

## Challenges

- Volume
- Demand
- 3<sup>rd</sup> Party verification

# Major Events in Austin

	Annual Attendance
<b>SXSW: Music, Film, Interactive, Eco</b>	<b>250,000+</b>
<b>C3 Presents: ACL Festival</b>	<b>75,000 x 3 = 225,000</b>
<b>ACL Live &amp; Moody Theatre</b>	<b>2,700 x 90 = 243,000</b>
<b>Circuit of the Americas: F1 USGP</b>	<b>100,000 x 3 = 300,000</b>
<b>TOTAL</b>	<b>&gt;1 Million</b>



# Event Environmental Impacts

---

- Air and Ground Transport
- Energy Usage
- Water Usage
- Food Service
- Event Material Waste

*Some areas such as waste will be addressed in future with new Special Events Office Guidebook.*



# Founding Partners

---

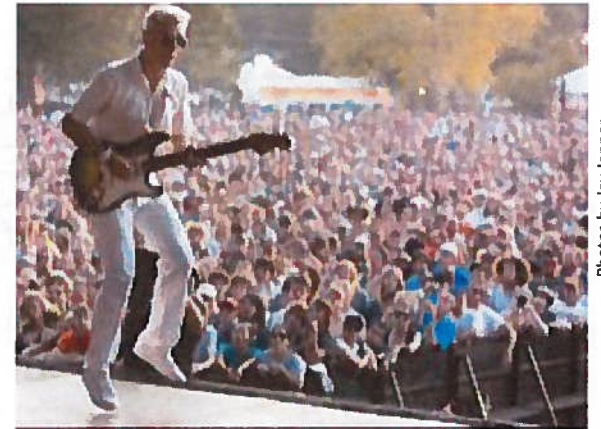




## Austin Climate Leadership



## Live Music Capital



Photos by Jay Janner

## Local Sustainability Benefits





# PICC Purchase with Ticket

EXAMPLE


AUSTIN PARKS FOUNDATION PRESENTS  
**AUSTIN CITY LIMITS  
MUSIC FESTIVAL**  
OCTOBER 12-14 • 2012 • ZILKER PARK • AUSTIN, TX

HOME MY ACCOUNT HELP PRIVACY & SECURITY TERMS OF USE

# Tickets


**MY ACCOUNT**  
Current Order  
Sign In  
Newsletters


**ABOUT US**  
Help  
Green Mountain Energy Fan  
Tag  
Contact Us

  
For your protection, all orders  
are securely encrypted.

## Item Details

MY ORDER 08-25



**Xtra: Offset Your Carbon Impact Now**  


Your ticket to rocking a smaller carbon footprint.

Purchase a \$3 Positive Impact on Climate (PIC) to reduce the environmental impact of your attendance to the festival. Your purchase offsets a portion of the CO2 emissions created by your travel to ACL Festival by supporting carbon offset projects that help take action against climate change.

We're committed to cool. Join us.

C3's commitment to track and offset ACL's carbon footprint, along with offering event goers an easy way to offset their own emissions, has helped to offset approximately 3,730 metric tons over the past six years.  
What does offsetting 3,730 metric tons of CO2 look like? [\[Read more\]](#)

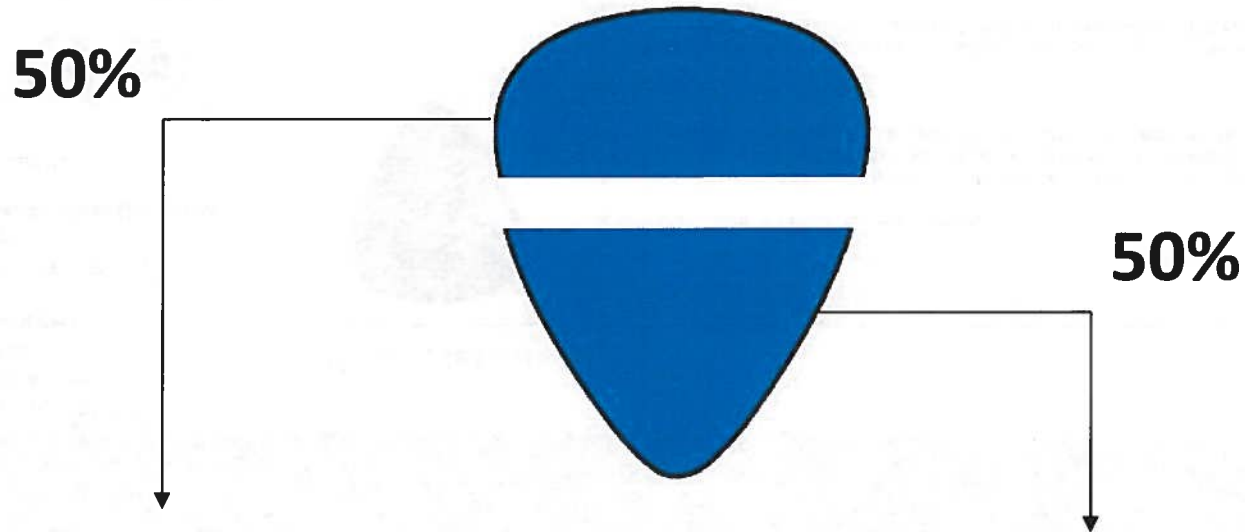
## SELECT OPTIONS

<input checked="" type="radio"/>	Positive Impact on Climate	\$3.00	Quantity: <input type="text" value="1"/>
----------------------------------	----------------------------	--------	--

Add to Order

# PICC Purchase with Ticket

---



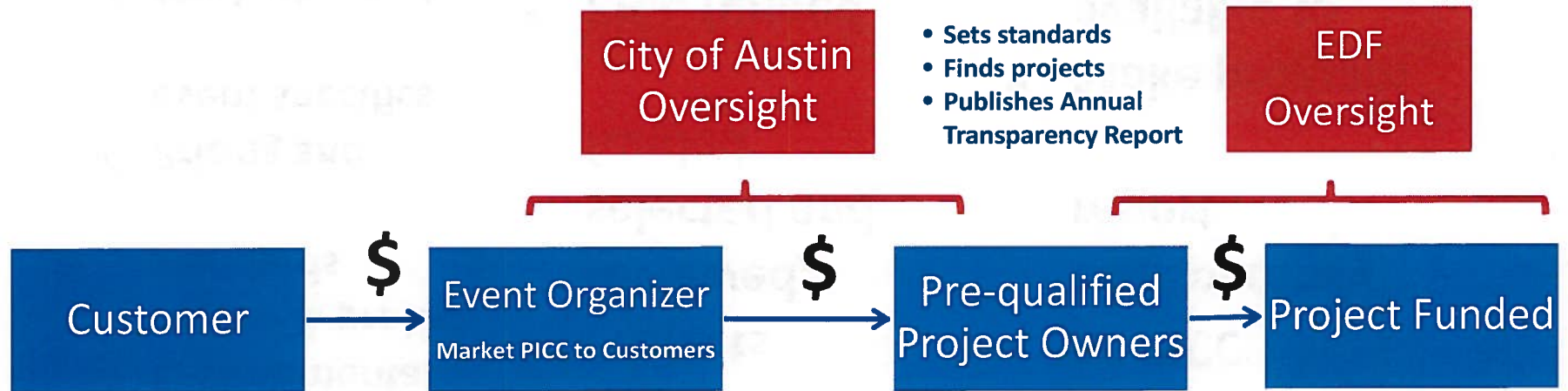
## Verified Projects in Texas

- Organic Waste Digestion
- Organic Waste Composting
- Landfill Methane Destruction
- Nitric Acid N<sub>2</sub>O Reduction
- Renewable Energy

## Sustainability Projects in Austin

- Urban forestry
- Solar PV + weatherization
- Composting
- Bike-sharing
- Community gardens

# Proposed Model



## *Potential Impact of 1 million PICCs sold at \$1 each*

**\$500k - Verified Emission Reductions**  
**@ \$10 / ton**  
**= 50,000 mt CO<sub>2</sub> offset**

**\$500k - Sustainability Projects in Austin**  
**@ \$200 / ton**  
**= 2,500 mt CO<sub>2</sub> offset**  
**+ Water, food, air benefits**



# Timeline

---

2012	2013	2014
<ul style="list-style-type: none"><li>• <b>Finalize Program with Founding Event Organizers</b><ul style="list-style-type: none"><li>✓ Environmental review &amp; project standards</li><li>✓ Pricing and event specifics</li><li>✓ Marketing and branding</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>City RFI for potential projects</b></li><li>• <b>Projects reviewed, selected and funded</b></li><li>• <b>PICC funded through events</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Projects implemented, outcomes occur</b></li><li>• <b>1<sup>st</sup> PICC transparency report</b></li><li>• <b>Make program available to other event organizers</b></li></ul>

# Conclusion

---

- **Fulfills Austin Climate Protection Resolution**
- **Nationally Unique and Innovative**
- **Win x Win x Win x Win**
  - For event organizers
  - For local organizations
  - For event attendees
  - For the climate





# Questions?



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