

# rethink / Austin



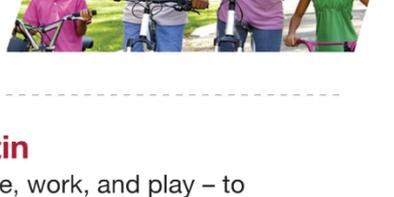
## For a Bright Green Future

### What does it mean to rethink?

**It's a mindset:**  
Let's seek fresh solutions together.

**It's a challenge:**  
How can we do it better, smarter, greener?

**It's a call to action:**  
Let's ensure Austin's bright green future!



### Join the City of Austin

We're rethinking how we live, work, and play – to help secure Austin's sustainable future. We're taking coordinated action in 10 areas.



## To lead the way the City has launched a Sustainability Action Agenda

We've set a bold new agenda at the City of Austin. Long nationally respected as a green leader, the City now is challenging itself afresh. We are taking action across a broad spectrum of sustainability – for people, prosperity, and the planet.



### Framework

- 10** Areas of innovation
- 40** Signature initiatives
- 150+** Projects
- 24** Months to real progress

### Features

- Coordinated framework for sustainability
- Performance goals and metrics
- Annual progress reports
- City-wide collaboration

### The City Takes Action

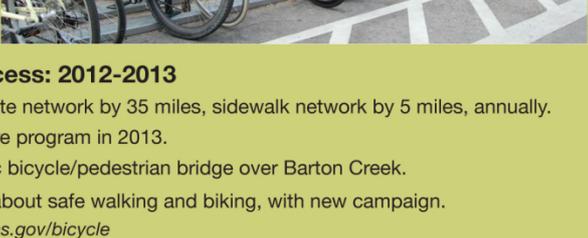
Here are just a few examples of projects and metrics within the Sustainability Action Agenda, for three of the 40 initiatives across City departments. Some projects deepen familiar City programs; others are fresh innovations. For full project list with metrics visit [austintexas.gov/sustainability](http://austintexas.gov/sustainability).

#### Local & Healthy Food



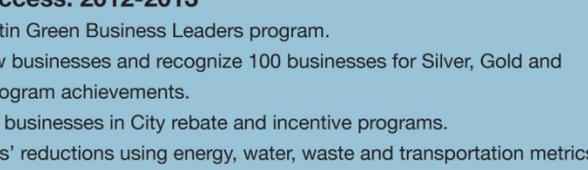
- Metrics for Success: 2012-2013**
- Grow new Sustainable Urban Agriculture and Community Garden Program.
  - Create at least 6 new City-sponsored community gardens in 2012-13.
  - Advance educational and job-training opportunities in sustainable urban agriculture.
  - Create new opportunities for Austinites to grow food sustainably on City-owned land.
- Resource: [austintexas.gov/austingrows](http://austintexas.gov/austingrows)

#### Sidewalks & Bike Routes



- Metrics for Success: 2012-2013**
- Expand bicycle route network by 35 miles, sidewalk network by 5 miles, annually.
  - Launch a bike-share program in 2013.
  - Construct a MoPac bicycle/pedestrian bridge over Barton Creek.
  - Educate students about safe walking and biking, with new campaign.
- Resource: [austintexas.gov/bicycle](http://austintexas.gov/bicycle)

#### Austin Green Business Leaders



- Metrics for Success: 2012-2013**
- Launch new Austin Green Business Leaders program.
  - Register 200 new businesses and recognize 100 businesses for Silver, Gold and Platinum level program achievements.
  - Enroll at least 30 businesses in City rebate and incentive programs.
  - Track participants' reductions using energy, water, waste and transportation metrics.
- Resource: [austintexas.gov/greenbusiness](http://austintexas.gov/greenbusiness)

## rethink / SUSTAINABILITY CITY OF AUSTIN

The **Office of Sustainability** works to ensure a bright, green, livable future for Austin. For the Sustainability Action Agenda, we will track and report on citywide progress as City departments move forward with the projects included. In addition, we are piloting some of the emerging projects.

Our mission is to advance local sustainability and climate action by providing leadership and coordination for initiatives across the City organization and the Austin community.

