

Louisville Sustainability Summit Notes

January 18, 2014

Community Engagement

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| Lead Facilitator | Barb Wriston-Ruddy, Keep Cincinnati Beautiful, Sustainability in Action Dir. |
| Secondary Facilitator | Marissa Burroughs, Keep Cincinnati Beautiful, Environmental Educator and Grants Mgr. |
| Flip Chart Scribe | Karen Maynard, Louisville Zoo |
| Electronic Scribe | Kylie Johnson, MyActions |
| Captains | Kim Martinez, QRS Recycling Lisa Dettlinger, Center for Neighborhoods |

Challenge

- How can you engage the community in sustainability practices and principles?

Sustain Louisville Goal

- Goal 19: Engage the community in sustainability practices and principles.

Thought topics

- Create an unified and integrated sustainability education program
 - Develop a signature sustainability project – consider tying in with Vision Louisville Phase 3
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Notes

What is sustainability?

- Forever
 - Efficient
 - Local
 - Non-season
 - Grandchildren
 - Generational
 - Equitable
 - Ethical
 - Inclusive
 - Holistic
 - Responsible
 - Resourceful
 - Personal
 - Sacred
 - Thoughtful
 - Pleasurable
 - Triple bottom line
 - Sensible
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Community Engagement

Information Sharing

- **Kim Martinez – QRS Recycling – Single Stream Recycling** - Need to educate people along the way and not always do it for them. The bigger picture is environmental, cost reduction, air quality, and job creation. We have to encourage people and show them how easy recycling can be and all the benefits.
- **Lisa Dettlinger – Center for Neighborhoods – Green Institute** - Signature program – 12 week leadership program to help educate leaders to take back ideas to the community. Started Green Institute in 2012 – a group that focuses on sustainable practices that will lead participants to take projects back into the community for projects that they're interested in. Could be bicycle lanes, rain gardens, orchards, etc. Speakers are brought in through Skype from across the country. We have activities each week. For one month they collect their trash, and it helps to make them more conscience of the waste they are generating. We've created a national model for this program, and it's a great way to get a sustainable model out in the community.

Follow-up Discussion

- How are we going to actively make the community sustainable and engage participants? It's important to break community down into parts because it's a broad topic.
- The Climate Action Report is a good place to start. What are the 1st, 2nd, and 3rd ways we can make a community engagement project happen. One community we can focus on is watersheds because this isn't covered as much in the report.
- Runs a 911 program – pushing ideas from kids back to their parents. Cincinnati did the same thing with Sustainability in Action. Favorite thing in the city is the large signs. Great method of community engagement.
- Need to start something called the Center for Cutting Costs & Carbon. Sustainability and reducing costs are synonymous. Where people can take classes, have access to a help desk. First principle of adult education – teaching them what they want to know.
- Norton Hospital - created much more unnecessary lighting when built. Need to lower lights in Louisville.

Post-it-Notes Exercise:

What can you do as an organization or person? Don't get in the mindset that "we want the city to do this or that." Keep in mind – are we talking about a project that could be considered short term in length or take longer. Don't focus too much on funding. Colors – green post it is top priority. How can I be more sustainable? Yellow is second. Blue is a third lower level priority.

Community Brainstorm

- Watersheds
- Children
- Neighborhoods
- Louisville
- Business community
- "Unbelievers"
- Community Centers

Community Breakouts

- Louisville
 - Draw upon what already exists and expand it. Already branding and awareness for specific events/programs
 - Events - Festival of Faith
 - Mayor's Give A Day – expand to more than once a year. Add environmental awareness piece

Community Engagement

- Center for Cutting Carbon & Costs – start sooner with a mobile vehicle to educate communities of how they can cut carbon footprint & costs. Also web-based program to receive same information through a different avenue of learning. Looking at how to meet people at their prospective means of learning.
- Businesses
 - Outreach & education – emphasize sustainable behaviors and allow to see value and benefits
 - Offer a resource center (like 311)
 - Map overlay of businesses that are currently sustainable or willing to support – connect businesses to businesses
 - GIS mapping already available in Louisville
 - Reach younger business professionals
 - Media engagement – emails, etc.
 - Measurement and accountability – quantifiable
 - Improve local food sourcing
- Neighborhoods
 - Proposing to create/expand green institute
 - Educating people age 3-90
 - Including the Center for Cost & Carbon
 - Challenges among neighborhoods/green institutes for recycling and other programs. Healthy competition.
 - Fundraising – enhance local parks, gardens, green spaces, so that there is one in each neighborhood so you don't have to drive across town, but rather walk from your home
 - Promote ambassadors from each neighborhood
 - Getting individuals connected
 - “Bin buddies” – elderly with partners
 - Awards banquets to honor successes
- Education & Children
 - Green report card for schools by working with partners

Themes

- Education
- Expanding existing events (CycLouvia, Mayor's Give a Day, YES – Year of Environment and Sustainability)
 - Highlight one derby event as green
- Ohio River – it's why we're here

Bringing to Scale Already Existing Programs/events.

Is there a need for a community calendar? Need one place to push events. Most widely used calendar is the Metro Events calendar that goes out to 6,000 people. Leo magazine. Need to honor mediums already in existence and utilize all of them for media promotions. Using a universal icon for branding when using different mediums for announcements. Highlighting one derby event to make it green.

Derby – important to highlight because it's world recognized

- Thunder – temporary lane for buses to reduce car traffic. Thunder needs to be zero waste. Create incentives for carpooling utilizing local businesses
- Utilizing media
- Help Mayor to get power working with derby festival commission
- City pays for waste pick up – incentive
- Promote bike valet at events and buses

Community Engagement

Kentucky State Fair

- Zero waste
- Field trip for students for education
- Enhance relationship btw Louisville and rural parts of the state

Branding

- Turn gold fleur de le into green for green events
 - Would need guidelines for a minimum number of green aspects

What We Learned

- This committee will work to make large events more green
 - Permits need to be taken into consideration
- Derby Festival is first step
- Making sure we are still focusing on reducing and reusing, not just recycling
- People respond to a challenge – they don't want to be the worst recyclers or the worst at anything

Final Report Out

- Top level – neighborhood engagement. Green Neighborhood Institutes in every neighborhood
 - Measurable “report card”
 - Template for events, daily living
 - Incentives/deductions
- Signature event to highlight
 - Derby Festival as first step

Next Steps

- Many raised their hands willing to reconvene
- Chairman – might have co-chairs, Kim Martinez will help with some leadership since she's familiar with Derby Festival
- Need phone numbers and emails