

Engage & Collaborate

www.louisvillesustainabilitycouncil.org



Our Mission

The Louisville Sustainability Council is a public private partnership that works to engage and collaborate with the community, and facilitate the achievement of Louisville's sustainability goals.

An independent 501c3 nonprofit.



What We Do

LSC is the go-to organization coordinating regional sustainability efforts by:

- Hosting Events
- Connecting Partners
- Collecting and Sharing Data
- Facilitating Community Action Teams



Background



- **2010 – Bingham Fellows “Moving the Green Needle”**
 - Establish a public private partnership
 - Leverage existing efforts
- **2011 – Develop LSC business plan**
 - Bingham Fellows class members, Partnership for a Green City, Green Convene and other partners.
- **2012 – Establish Board of Directors**
- **2013 -- File for 501c3 status; hire part time staff**
- **2014 – Launch programs; 501c3 approved**
 - Sustainability Summit
 - STAR Community Leader – data collection
 - Community Action Teams

Founding Sponsor

Waste Management of Kentucky



Nonprofit & Educ



the green building



Humana



Engage & Collaborate

www.louisvillesustainabilitycouncil.org

Board of Directors



- Chair - Steve Eggers**.....K. Norman Berry & Associates
- Vice Chair - Chuck Lambert**.....Humana
- Treasurer - Brent Fryrear**.....Partnership for a Green City
- Secretary - Halida Hatic**.....Green Convene
- Ex – Officio - Maria Koetter**.....Metro Louisville Office of Sustainability

- Marie Burnett**.....Waste Management
- Jonathan Balas**.....Yum!
- Andy Tefertiller**.....UPS
- Kelley Kline**.....GE
- Tim Darst**.....Kentucky Interfaith Power & Light
- Barry Barker**.....TARC
- Tawana Bain**.....New Age Communications
- Matt Boone Gardiner**.....Boone Gardiner Landscaping

Why the LSC? Collective Impact.

- 1) Common Agenda: All participants have a **shared vision for change** including a common understanding of the problem and a joint approach to solving it through agreed upon actions
- 2) Shared Measurement: **Collecting data and measuring results consistently** across all participants ensures efforts remain aligned and participants hold each other accountable
- 3) Mutually Reinforcing Activities: Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action
- 4) Continuous Communication: **Consistent and open communication** is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation
- 5) Backbone Organization: Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies**

What we do: Host Events

❖ Sustainability Summit, January, 2014

– Co-hosted by:

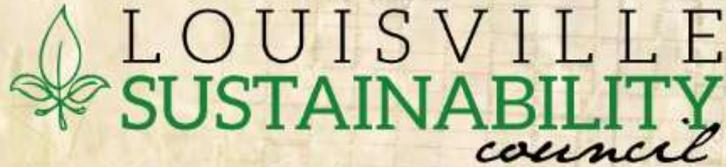
- Louisville Metro Office of Sustainability
- Louisville Zoo
- Louisville Sustainability Council

– 175 attendees

❖ Action Team Fall Summit, October 11, 2014

– Connecting 5 Action Teams to each other

What We Do: Connect Partners



Home About Action Teams STAR Communities Members Become a Member News Events Contact Us 

Transportation Action Team

About the Team

The Transportation Action Team of Louisville Sustainability Council is an open, inclusive group consisting of concerned individuals and representatives of businesses, government agencies, and non-profit advocacy groups that share an interest in developing sustainable transportation in the greater Louisville region. Affiliations of our current participants include UPS, Enterprise Holdings, M & M Cartage, Kentucky Clean Fuels Coalition, TARC, Louisville Metro government, CART, Bicycling for Louisville, Sierra Club, Kentucky Environmental Quality Commission, and University of Louisville Center for Environmental Policy

LSC Action Teams

- Community Engagement
- Green Building & Infrastructure
- Green Economy
- Transportation
- Tree Canopy & Urban Heat Island

Upcoming Events

**LSC Community Engagement
Action Team**

August 19 @ 5:30 pm - 7:00 pm

What We Do: Connect Partners

LSC News

Engage & Collaborate

**Welcome to the inaugural issue of LSC News from
the Louisville Sustainability Council (LSC).**

The LSC is the go-to organization coordinating regional sustainability efforts by hosting events, connecting partners, collecting and providing data, and facilitating community Action Teams.

In This Edition...

Select one of the following links to skip to specific content

[Latest Happenings with LSC](#)

2e1fc7e8bc&e=TUNIOID1

Upcoming Events

LSC Community Engagement Action Team

August 19 @ 5:30 pm - 7:00 pm

Mary Ellen Wiederwohl,
Chief of Louisville Forward
to speak on August 19 at
7pm

August 19 @ 7:00 pm - 8:00 pm

LSC Tree Canopy & Urban Heat Island Action Team

August 20 @ 11:00 am - 12:30 pm

LSC Transportation Action Team

August 28 @ 11:00 am - 12:30 pm

WorldFest — LSC Booth

August 29 @ 11:00 am - September 1 @
7:00 pm

What we do: Data Sharing



- **The first national framework** for local community efforts
- Assess, set targets, measure progress, compare
- Over 200 technical experts created the tool
- Comprehensive and Robust; best practice in community reporting
 - 7 goal areas
 - 44 objective areas
 - Evaluated on hundreds of Outcome and Action areas
- **LSC is the Primary Partner** for Metro government's participation

The STAR Community Rating System

Goal Areas & Objectives are mapped and rated in the online system, helping local leaders set goals and measure progress across areas.

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts & Community	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light	Climate Adaptation	Business Retention & Development	Arts & Culture	Civic Engagement	Active Living	Green Infrastructure
Community Water Systems	Greenhouse Gas Mitigation	Green Market Development	Community Cohesion	Civil & Human Rights	Community Health & Health System	Invasive Species
Compact & Complete Communities	Greening the Energy Supply	Local Economy	Educational Opportunity & Attainment	Environmental Justice	Emergency Prevention & Response	Natural Resource Protection
Housing Affordability	Industrial Sector Resource Efficiency	Quality Jobs & Living Wages	Historic Preservation	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality
Infill & Redevelopment	Resource Efficient Buildings	Targeted Industry Development	Social & Cultural Diversity	Human Services	Indoor Air Quality	Water in the Environment
Public Spaces	Resource Efficient Public Infrastructure	Workforce Readiness		Poverty Prevention & Alleviation	Natural & Human Hazards	Working Lands
Transportation Choices	Waste Minimization				Safe Communities	

What we do: Facilitate Action Teams

Backbone support

- Professional facilitation provided to teams as needed
- Shared cloud workspace
- Assistance from LSC staff and volunteers
- Connectivity to other Action Teams and Metro Office of Sustainability
- Action team pages on LSC website
- Calendar of events
- News blog
- LSC e-newsletter, Facebook, and email blasts

Approx. 75 active volunteers working across five teams:

1. Tree Canopy & Urban Heat Island
2. Green Building & Infrastructure
3. Green Economy
4. Transportation
5. Community Engagement

LSC Tree Action Team

Mission

Support and leverage efforts to promote, plant, and care for trees to maintain and grow the urban tree canopy for a healthy community.

Team Meetings

The team typically meets on the 3rd Wednesday of every month from 11:00am – 12:30 pm at The Green Building. Meeting date, time, and location subject to change. Contact the team co-captains before attending your first meeting. Affiliations of our current participants include Brightside, Louisville Grows, the Olmsted Parks Conservancy, Bernheim Arboretum and Research Forest, the Louisville Metro Tree Advisory Commission, Metro Parks, The Nature Conservancy, Institute for Clean Air, Water, and Soil, Jefferson Community & Technical College, and more. All are welcome!

3rd Wednesday of every month, 11:00am – 12:30 pm

The Green Building

1st floor gallery

732 East Market Street

Louisville, KY 40202

follow up please contact Chris Chandler (chrischandler@gmail.com) or Erin (erin.thompson@louisvilleky.gov), co-

Sincerely,

Brightside

Bernheim Arboretum and Research

Boone-Gardiner Landscaping

Eco-Tech Consultants

Green Economy Action Team, Lou

Institute for Healthy Air, Water, a

Jefferson Community and Techni

Kentucky Arborist Association

Kentucky Division of Forestry

KY U.S. Green Building Council

Limbwalker Tree

Louisville Grows

Louisville Metro Tree Advisor

Metro Parks

The Parklands of Floyds For

Tree Action Team, Louisville

Partnership for a Green City

ReTree Shively, City of Shively

University of Louisville Sustainability Council

Urban Climate Laboratory at Georgia Tech

June 25, 2014

Ms. Cadell Walker
Director of Philanthropy, KY
The Nature Conservancy
c/o Greater Louisville Inc.
614 W. main St. Louisville, K

Dear Ms. Walker,

The undersigned organization
Conservancy's Healthy Trees,
ecology, citizens, and econom
of tree care stewardship in Lou

Louisville, KY is uniquely posi
the seriousness of the threat t
face of this threat.

According to recent research b
island may be growing at one of
and adjacent areas where the



REQUEST FOR PROPOSALS

Tree Action Team Campaign

01 GENERAL

OBJECTIVE/PURPOSE: Create a name and graphic identity that represents the various interests working for a healthier tree canopy over Louisville.

KEY DATES: Due August 29th, 5pm **EMAIL TO:** LSCTreeTeam@gmail.com



02 BACKGROUND ON OUR TREE ACTION TEAM

Private, government and individual organizations have agreed that they want to collaborate on a regional campaign inspiring citizen support of a healthy tree canopy that strengthens a healthy community for all citizens. Submissions should create a graphic identity that allows various groups to pull together. For more information: <http://louisvillesustainabilitycouncil.org/action-teams/tree-canopy-urban-heat-island/>

WORDS THAT INSPIRE THIS GROUP: Cool / grassroots, healthy, inclusive, restored tree canopy, improving health of citizens, legacy, stewardship, vibrant economy, vibrant environment

CURRENT MISSION STATEMENT: Louisville Sustainability Council, Tree action Team will support and leverage efforts to promote, plant and care for trees to maintain and grow the urban tree canopy for a healthy community.

CURRENT VISION STATEMENT: Louisville's restored and continually renewable tree canopy covers the expanse of the city and is home to a diverse population of species that provide a higher quality of life, purify the air, instill a vibrant economy and aid with enhancing environmental infrastructure.

03 SUBMISSION GUIDELINES

- LEGIBLE, EASY TO DECIPHER.
- EFFECTIVE WITHOUT COLOR, LOOKS GOOD IN BLACK & WHITE
- SCALABLE (WORKS AT 1 INCH AND 100 FEET).
- VERSATILE & MULTI-PURPOSE. HAS TO REPRODUCE WELL ON EDUCATIONAL MATERIALS, POSTERS, LETTERHEAD, MUGS, BAGS, TEE SHIRTS, ETC.
- SIMPLE & MEMORABLE, DON'T GET TOO COMPLICATED.

AGREEMENT

Submission Agreement with Louisville Sustainability Council (LSC)
By submitting designs to this proposal you agree to the following:

- Your submission may be shared with the LSC and others.
- No compensation will be given and no obligation for use is expected or implied by the LSC.
- All Submissions shall become the property of LSC, may be edited for length, clarity and/or functionality, will not be subject to any obligation of confidentiality, may be shared with and used by the staff of LSC, nor any third or other party with whom LSC shares the Submissions shall be liable for any use or disclosure of any information or Submission that you submit.
- LSC shall exclusively own all known or later existing rights to the Submissions and shall be entitled to unrestricted use for any purpose in all media without compensation.

Engage & Collaborate with the LSC Tree Action Team!

- Leverage LSC staff, volunteers, other action teams, & communication channels
- Leverage other nonprofits, large and small for profits, community groups, and individuals
- Avoid duplication of efforts
 - Campaign & Educational materials
 - Fundraising structure

Join Our Action Community!

- Check out events, news, teams, and more at www.louisvillesustainabilitycouncil.org
- Sign up for our newsletter
- Join an Action Team
- Become a member
- Become a sponsor

Questions?

WWW.LOUISVILLESUSTAINABILITYCOUNCIL.ORG

Emily Chandler
director@louisvillesustainabilitycouncil.org

Louisville Sustainability Council
611 W. Main Street
Louisville, KY 40202



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Participating Communities



“What’s the difference?”

LSC Tree Action Team

- Grassroots
- Engagement open to all
- Determines own efforts
- Leverages other LSC efforts
- Managed by neutral backbone nonprofit organization

Tree Advisory Commission

- Formed by executive order
- Advises the Mayor on policy
- Commissions studies