



Sustainability
Para Todos



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Table of Contents

- I. Executive Summary.....2
- II. Project Details
 - a. Vision & Mission.....3
 - b. Schedule & Events.....4
 - c. Project Descriptions.....5-7
 - d. Impact of Projects.....8
 - e. Team Member Roles.....9
 - f. Sponsors, Supporters, and Partners.....10
- III. Project Budget..... 11
- IV. References..... 12
- V. Proclamation.....13 & 14





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Para Todos

Executive Summary

Environmental Sustainability is more than simply reducing our carbon footprint, but about adding value to the overall quality of life for all residents.

Lucia Athens, Chief Sustainability Officer for the City of Austin, introduced the 10 Sustainability Action Areas identified by rethink/Austin. Each area challenges Austinites to rethink how they live, work and play in order to secure Austin's sustainable future.

Environmental Sustainability encompasses many aspects of our community that need to be considered when creating a relevant and impactful project.

A lack of educational resources and outreach targeted at the growing Hispanic and Spanish-speaking communities is evident in our community. Despite various environmental sustainability initiatives within the city, limited resources make this a challenge for environmentally-focused organizations.

AmorAustin narrows the gap between the English Speaking and Spanish speaking communities on economic and environmental benefits of sustainable and "green" living.

We impacted the community by creating a bilingual website that serves as an information portal to all Austin residents interested in preserving an environmentally sustainable city and by engaging the community through an AmorAustin

Day of Service in which residents were encouraged to take action in "green" projects throughout predominantly Hispanic neighborhoods of Austin.





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Vision

Amor Austin narrows the knowledge gap between English and Spanish speaking communities on the economic and environmental benefits of “green” and sustainable living.

Mission

Amor Austin will achieve project goals through a bilingual educational website, community outreach events, and annual day of service focusing on predominantly Hispanic neighborhoods in order to impact the way people think about sustainability and unite the community for a cause that is beneficial to all.





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Schedule & Community Outreach Events

Monday, October 8, 2012

Meeting with Chief Sustainability Officer, Lucia Athens, Austin City Hall

Thursday, January 3, 2013

Meeting with community leaders, Austin City Hall

Saturday, January 12, 2013

South Austin community tour with community leaders, Dove Springs

Monday, January 14, 2013

www.amoraustin.com goes live

Monday, February 11, 2013

Amor Austin logo printed on t-shirts

Thursday, February 21, 2013

Univision Interview with Dulce Ruiz

Thursday, February 14, 2013

City of Austin Proclamation to recognize
March 2, 2013 as Amor Austin Day, Austin City Hall

Saturday, March 2, 2013

Amor Austin's Inaugural Day of Service,
South and East Austin Neighborhoods

Wednesday, April 24, 2013

Featured in a national blog

Saturday, March 22, 2014

2nd Annual Amor Austin Day



Projects Descriptions

This project supports rethink/Austin to help secure Austin's sustainable future.



Remove invasive plants

Amor Austin volunteers assisted with removing “bastard cabbage,” an invasive plant that germinates in the fall and threatens the flourishing of Texas wildflowers, such as bluebonnets.

Area of Innovation
City Initiative

Ecosystems & Green Infrastructure.
Neighborhood Parks & Greenspace



Mulch Trees

During Amor Austin’s Inaugural Day of Service, volunteers mulched 60 trees along the Central Williamson Creek Greenbelt in south Austin. Mulching trees insulates the soil, helps retain water, and prevents weeds.

Area of Innovation
City Initiative

Ecosystems & Green Infrastructure.
Urban Forest



Soccer Fields

Amor Austin volunteers spread six truckloads of topsoil to level the ground on two soccer fields at Dove Spring Park. This work was necessary to ensure the safety of children who, without this work, would have seen their spring soccer season cancelled.

Area of Innovation
City Initiative

Schools & Youth
Children & Nature





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Projects Descriptions, Cont.

Park Pavillion

Amor Austin volunteers re-painted the Dove Springs Park Pavilion, which helped beautify one of the most popular gathering spaces where celebrations and other community gatherings are held. Evidence has shown that access to attractive and inviting places, like parks, not only serve to attract people outdoors, but also improves physical and psychological health.



Area of Innovation Ecosystems & Green Infrastructure
City Initiative Neighborhood Parks & Greenspace

Community Pool

Amor Austin volunteers painted the interior fencing surrounding the Dove Springs swimming pool. The painting of the fence will serve to enhance the beauty of the amenities at the pool as well as extend the life of the fence as a safety feature.



Area of Innovation Health & Safety
City Initiative Healthy & Active Lifestyles

Baseball Field Dugouts

Amor Austin volunteers painted the benches in the baseball field dugouts. This was a painting project that served to spruce up the amenities that are used regularly by adult/youth baseball leagues in the Dove Springs-area. Research has found that children who play sports tend to be healthier, have a more positive body image and higher self-esteem.



Area of Innovation Schools & Youth
City Initiative Children & Nature



Projects Descriptions, Cont.



Urban Organics Community Garden

Amor Austin volunteers created a half-acre community garden in an underserved neighborhood in Dove Springs. Supplying materials, volunteers built and set eight raised beds and trenched a field to plant corn and watermelon. Community members, whose

neighborhood has long been a “food desert,” can now grow and eat fresh fruits, veggies and herbs.

Area of Innovation Health & Safety
City Initiative Local & Healthy Food



Central Austin Youth League

Amor Austin volunteers cleaned 3 baseball fields. Seven large garbage bags were filled with weeds and other man-made materials that were hazardous to the children’s safety. This work was necessary to ensure everyone’s safety and a successful year for

the league.

Area of Innovation Schools & Youth
City Initiative Neighborhood Parks and Greenspace

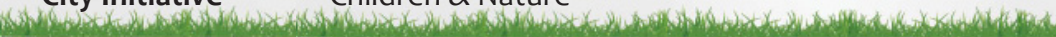


Blackshear Elementary School Community Garden

Volunteers assisted Blackshear Elementary School teacher, Leonel Garza, to revitalize the school’s community garden. The garden is used for instruction as well as for food. Garza’s goal was to update the liners

and mulch to last for the next ten years.

Area of Innovation Schools & Youth
City Initiative Children & Nature





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Impact of Projects

14

Neighborhood improvement project nominations received

9

Neighborhood improvement projects completed on day of service

74

Amor Austin day of service volunteers

294

Hours completed by day of service volunteers

\$6,509.16*

Value of service provided by Amor Austin volunteers on day of service

(*based upon 2011 Independent Sector rate for Texas)





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Team Member Roles

Melissa Sustaita Acosta, Project Manager

Melissa was responsible for leading the team through project completion by maintaining focus on the team's vision, and fostering collaboration within the team by establishing timelines and maintaining regular communication on progress.

Ray Baray, Project Administrator

Ray assisted the project leader with maintaining the vision of the team's project, including overall coordination of all team members work.

Peter Morrison, Strategic Planning

Peter assisted by implementing strategies to support the project to completion. The self-proclaimed "utility man" did everything from volunteer recruitment to translations, and also served as Project Manager for a month while Melissa was unavailable.

Lisa Rodriguez, Marketing/Public Relations

Lisa was responsible for creating Amor Austin's marketing and design collateral, including the logo and website. She managed media campaigns and social media.

Dulce Ruiz, Finance Officer

Dulce assisted with securing sponsorships and maintaining the project budget.

Ricky Ramon, Research

Ricky was responsible for gathering data and performing research to aid in the formation of the project.





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Sponsors

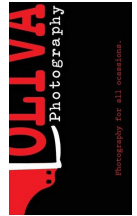
WELLS
FARGO



rethink / Austin
FOR A BRIGHT GREEN FUTURE



FLUID ONE
STUDIOS



Partners & Supporters

Austin Interfaith

Austin Parks Foundation

Blackshear Elementary (AISD)

Dove Springs Neighborhood Association

Central Austin Youth League

Central Williamson Creek Greenbelt

Greater Austin Hispanic Chamber of Commerce

Hispanic Austin Leadership

Keep Austin Beautiful

Urban Organics





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Project Budget

Fundraising	Description	Amount
HAL	project allowance	\$250
T-shirt fundraising	34 sold @ \$10-\$20	\$390
Donations		
City of Austin	supplies for day of service	\$1,500
Wells Fargo Bank	sponsor for T-shirts & business cards	\$540
Hispanic Scholarship Consortium	meeting space/lunch	\$153.00
Ricky Ramon	donation for T-shirts	\$100.00
Dulce Ruiz	day of service supplies	\$60.00
Melissa Sustaita-Acosta	day of service supplies	\$20
Additional Donations		
Hispanic Scholarship Consortium	supplies for final presentation	
Oliva Photography	day of service photographs	
Keep Austin Beautiful	gardening tools	
City of Austin toolsgardening tools		
Expense		
Website domain	www.amoraustin.com	11.00
Website hosting	annual fee for website	100.00
Financing for T-Shirt order	150 shirts @ 11.99	840.00
Project Supplies	untreated wood	150.00



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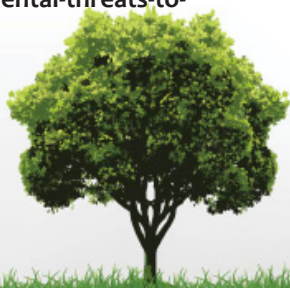
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Cadena-Mitchell, Kurt and Zapata, Ofelia (2013, April 19)
Follow-up meeting at Austin City Hall with to debrief
on the success of Amor Austin Day at Dove Springs
Park, and to plan for Amor Austin Day in 2014.



Proclamation



Proclamation

Be it known that

Whereas,

The Greater Austin Hispanic Chamber of Commerce each year sponsors a nine-month leadership development program focused on growing leaders in the Hispanic community, with participants assigned to work on a community service project; and,

Whereas,

Amor Austin is a Latino day of community service spearheaded by the Environmental Sustainability Team to encourage Austinites to volunteer on projects that are green, or environmental, in nature; and,

Whereas,

Amor Austin's vision is to educate the Hispanic community on being environmentally-friendly as well as to close the knowledge gap around sustainability attributed to language and education barriers in Spanish-speaking areas; and,

Whereas,

Amor Austin's goal is to complete five community projects, recruit 50 volunteers, perform 150 community service hours and to make this inaugural service day an annual activity;

Now, Therefore,

I, Lee Jeffingwell, Mayor of the City of Austin, Texas, do hereby proclaim

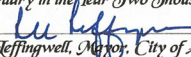
March 2, 2013

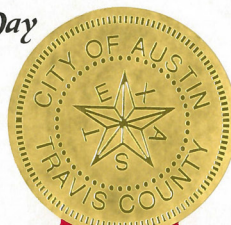
as

Amor Austin Day

in Austin.

In witness whereof, I have hereunto set my hand and caused the seal of the City of Austin to be affixed this 14th Day of February in the Year Two Thousand Thirteen


Lee Jeffingwell, Mayor, City of Austin





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Proclamation for Amor Austin Day
March 2, 2013

Mayor Lee Leffingwell
Amor Austin Team Members
Community Members





A product of:

