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MAYOR UNVEILS AGENDA TO ESTABLISH CITY AS ONE OF THE MIDWEST’S MOST SUSTAINABLE

SUSTAININDY IS AIMED AT TAKING LOCAL ACTION TO MAKE INDIANAPOLIS A MORE SUSTAINABLE CITY

INDIANAPOLIS – (October 10, 2008) The City of Indianapolis will join several leaders of the environmental community to announce the City’s aggressive new sustainability agenda.

“It is my sincere belief that environmental sustainability is a key strategy to make sure that Indianapolis continues to be competitive in a changing world,” said Mayor Ballard. “And that our community remains vibrant and healthy for our children and grandchildren.”

SustainIndy is a bold enterprise aimed at making Indianapolis a more sustainable city. As a community-wide sustainability action plan focused on local benefits and local action, SustainIndy will build on the strengths of the former GreenPrint initiative and work the Green Commission has done to date to begin to move the Indianapolis community in the right direction.

“A lot has been said in the past about making Indianapolis more sustainable,” said Mayor Ballard. “SustainIndy will be more than just talk, this is about action and results. As a responsible government, we should be making decisions 10 – 50 years out, and that is exactly what SustainIndy will be doing.”

As his first action with SustainIndy, Mayor Ballard created the Office of Sustainability. The Office of Sustainability is a professional office made up of 3 full time positions dedicated to coordinating city-wide sustainability efforts and to enact the sustainability policies of Mayor Ballard. Kären Haley will be leading the Office of Sustainability. Kären has a Masters Degree from the IU School of Public and Environmental Affairs in Bloomington. She has over seven years of professional experience in this field working in the public, private, and non-profit sectors on sustainability issues such as transportation, air and land quality and has worked on sustainability initiatives in other cities.
Cities that are successful in addressing sustainability have found that they can:

- Deliver long-term cost savings
- Build the local economy
- Improve community quality of life
- Enhance the local environment and public health

These objectives support The Ballard Rules, and specifically further three key Mayoral priorities: taxpayer cost-savings, community economic development, and improving neighborhood quality of life.

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