

**Alameda County & Cities Climate Forum
January 23, 2009**

**Public Outreach Work Group
Minutes**

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Champion

- Review of Summit Goals
 - Create a common level of knowledge
 - Form cross-jurisdictional working groups
 - Achieve commitment to continue working groups and meet again
- This workgroup will be make it or break it aspect of going forward. If we can't be successful, other groups won't work
- Looking forward to creativity from group—incorporating every age level and other groups (spiritual groups) into outreach

Introductions

Agenda Review

- Not deciding how to implement. Goal is to dream; dream big. Get ideas on the board
- Ground rules

Regional Agency Representative

- Air District has a curriculum for school-age students. Out in 42 classrooms
- Only curriculum on climate change for students under 6th grade. Shares experience of teaching to daughter's class—they got it, not too young.
- Public outreach components are necessary for planning processes.
- Resource shared with group members: 1 pg handout on local governments that have already integrated climate mitigation into their general plans, and local governments that have received grants to work on climate action plans.
- Media has been saturating us with stories on climate change and related action.
- Preaching to the extended choir, but still missing vast majority of our communities.
- Cites Van Jones book (*Green Collar Economy*) as good read. Use this opportunity to build a community and coalition of inclusion. Expand beyond those that are convinced by stories of losing polar bears—to those that are worried about putting food on their tables.

- Focus on promise of movement, rather than just perils. (see http://www.newyorker.com/reporting/2009/01/12/090112fa_fact_kolbert)

Visioning: newspaper headline exercise

- What will be the headline in 2016? What achievement will Alameda County have made? What are the aspects of implementation that we will have seen?

Headline #1

Alameda County meets climate goals while achieving the lowest unemployment rate in nation

- Green energy efficiency and retrofits employ thousands of Alameda County youth
- 20,000 new solar installations benefit schools and homeowners
- County reaches state target goal 4 years ahead of schedule

Headline #2

Alameda County declares all public transit free for all residents

- 880 becomes light rail and greenway
- Last remaining lane on 580 becomes pedestrian walkway and bike lane
- Public transportation achieves highest per capita ridership in nation

Other Headline Ideas

- Alameda County has the largest share of green jobs worldwide
- Green jobs push unemployment levels in Alameda County to lowest in nation
- Last school in Alameda County receives solar installation, students learn that sun is fun
- Alameda County greenest county in US, reduces budget by selling energy to grid
- Alameda County achieves 75% recycling rate and leads nation
- Smart energy a reality in Alameda County
- Last remaining lane on 580 converted to bike/pedestrian lane
- 880 converted to light rail and green way
- Alameda County meets 2050 climate goal 34 years ahead of schedule
- Alameda County reduces carbon footprint by 30% in 7 years
- Alameda County residents and businesses are #1 in nation for conserving water and energy

Top 7 Recommendations

1. Communicate public transit options and work with planners to expand options
2. Provide transit “eco-pass” for all residents, and publicize
3. Use web / social media / electronic communication methods more
4. Reward individual good behavior with specific opportunities
5. Partner to create and publicize technical job training
6. County-wide campaign with single message on energy efficiency

7. Partner with local artists to get message out

Overarching key point: Outreach and strategy/policy are interconnected. Outreach will depend on the type of strategy or policy in question.

Recommendations

Outcome of brainstorming

- Prioritize positive messaging
- Discussion of strategy vs. outreach
- What comes out of other working groups will influence public outreach strategies

Brainstormed actions that will get us toward these headline outcomes

- Financing plans for solar
- Partner with staff in jurisdictions to reduce energy bill and provide energy auditing for free. Keep cold-calling around these activities because it results in education
- Carbon reduction miles (like airline miles)
- Pledges to track progress toward goals
- County-wide messaging campaign with single message on energy efficiency
- Involve local utilities in planning outreach programs, since many already exist from the utilities (especially for schools)
- Bill-stuffers: include materials on or with utility bills (or with digital statements)
- Use new technologies and electronic communication methods (but continue a paper option for those without internet). Create a one-stop-shop web site on city and county climate action
- Work with faith-based organizations in a culturally appropriate manner
- Reward good behavior with specific opportunities
- Know language groups and translate materials for them
- Financial incentives need to be well-communicated
- Bulk purchasing to buy down costs of solar installations, etc.
- Partner with local artists to get messages out
- Create a local currency for Alameda County
- Outreach to build support for policies
- Invest in electronic vehicles and infrastructure (plug-ins, smart grid)
- Help build jobs where commuters live, outside county, to discourage commuting
- Encourage re-zoning and mixed-used neighborhoods
- Home efficiency labeling
- Set high (LEED Gold) standards for buildings
- Standardize green building ordinances regionally
- Fee-bates
- Optimize agriculture through local sustainable purchasing
- Move goods by train instead of by truck

- Increase bandwidth to encourage telecommuting
- Diversify income levels within county and within neighborhoods
- Partner with realtors and with walkability indicator services (like WalkScore)
- Revisit ordinances
- Educate school districts—outreach around new smart growth building plans
- Eco-passes for every resident, and publicize opportunity
- Outreach to diverse populations in culturally-appropriate manner
- Activate outreach to schools at all ages and levels
- Business-school partnerships
- Tax credits for any energy projects
- One transit agency as umbrella for Bay Area
- Accessibility expanded—more transit stops
- Long-term strategic planning around high-speed rail connections and land use
- Green business incubators
- Interest-free financing to homeowners
- Technical job training starting in high school
- Tax credits for solar and energy efficiency
- Expand public transit options and accessibility: bus only lanes, express lanes to BART, more connections
- Gas tax
- Incentives for LEV/ZEVs
- Ensure services (schools, parks) are included in infill development
- Partner with businesses that have money and cache (such as Kaiser and PG&E)
- Transit Demand Management and Transit Systems Management required in new development
- Convene public meetings at convenient times and places
- Know delivery channels for target audiences

Next Steps

Pamela Evans, Alameda County, to convene follow-up meeting

Participants

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