

Empowering Residents to Take Climate Action on a Community Scale

Thursday, August 25, 2022 | 2 - 3 PM PT



LOCAL GOVERNMENT
SUSTAINABLE
ENERGY COALITION



lgsec.org | eecoordinator@civicwell.org

Moderator



Angie Hacker
CCEC Best Practices Coordinator



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Thank you for donating!

We raised \$225!

Every dollar supports us in making resources like these more accessible to California local governments!

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**LOCAL GOVERNMENT
SUSTAINABLE
ENERGY COALITION**



Local Government Sustainable Energy Coalition (LGSEC)



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Mission

LGSEC advances local government leadership on clean energy and climate resilience through regulatory action, policies, and programs.



Vision

Local governments are a leading and innovative force in achieving energy and climate goals to create resilient and environmentally responsible communities across California.

Shape the
Regulatory Agenda



Connect Local
Energy Leaders



Catalyze
Innovation



Develop Longterm
Strategies



California Climate & Energy Collaborative (CCEC)



wEEkly Update



CURRENTS Quarterly



Webinars



Annual Forum



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Local Government Roundtables

Stay Connected with LGSEC and CCEC!



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**SUSTAINABLE
ENERGY COALITION**

- Become an LGSEC Member
- Become an Industry Partner
- Sign up for updates
- View LGSEC's Regulatory Tracker
- Follow on LinkedIn
- Questions? contact@lgsec.org



- Get involved in the Annual CCEC Forum
 - September 21-22 in San Diego!
 - Sponsor/Promotional Partner
- Sign up for monthly LERN Calls
- Sign up for wEEKly update newsletter
- Join LinkedIn Peer-to-Peer Network
- Questions? eecoordinator@civicwell.org

Empowering Residents to Take Climate Action on a Community Scale

Purpose

This webinar will provide an overview of strategies for ***engaging community members on climate and resilience actions*** with case study examples from three community programs in California - the Cities of San Jose and Fremont California and a regional collaborative of the 6 central coast counties of Santa Cruz, Santa Barbara, Ventura, Monterey, San Benito, and San Luis Obispo.

TODAY'S AGENDA

- 2:00 - 2:05 Welcome
- 2:05 - 2:08 Speaker Introductions
- 2:08 - 2:45 Speaker Presentations
- 2:45 - 3:00 Audience Q&A
- 3:00 pm Adjourn

Make sure to send your questions via the Q&A box!



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Speaker Introductions



Lisa Altieri

President and Founder
Community Climate
Solutions



Kirsten Liske

Vice President
of Community Programs
Ecology Action



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COMMUNITY CLIMATE SOLUTIONS

Building a safe, healthy future

Empowering residents to take action on climate change and build more resilient communities



Residential Emissions

Sources:

- Household Electricity Use
- Household Heating Fuel Use
(Natural Gas/Propane/Fuel Oil)
- Household Transportation
- Household Waste Generation

QUESTION

What percent of your city emissions come from Household sources?

Residential Emissions

On Average

Household Emissions

=

40% to 60%
of total city emissions



San Jose, CA = 40%



Fremont, CA = 50%



Piedmont, CA = 85%

The Power of Policy + Engagement

Electrifying Transportation

install EV charging stations,
require charging infrastructure
on new buildings

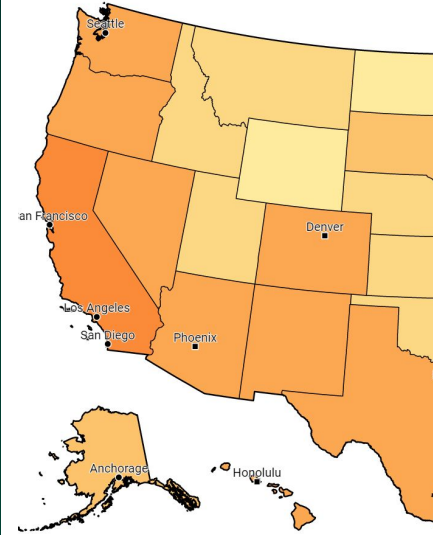
Electrifying Households

Streamline solar and heat pump
permitting process, require
electrification on new buildings or
large remodels



73% of Californians are worried about global warming

Yale Program on Climate Change Communication



Yale Climate Opinion Maps 2021

73%

Community Engagement

What Works



Easy to use information for residents to learn about solutions and find resources for taking action



Events & Activities - EV ride & drive, composting classes, etc.



Empowering community leaders and existing social groups



Community Based Social Marketing highlighting solutions



Provide or connect residents with incentives and financing options



Educate local contractors ex: heat pump technology

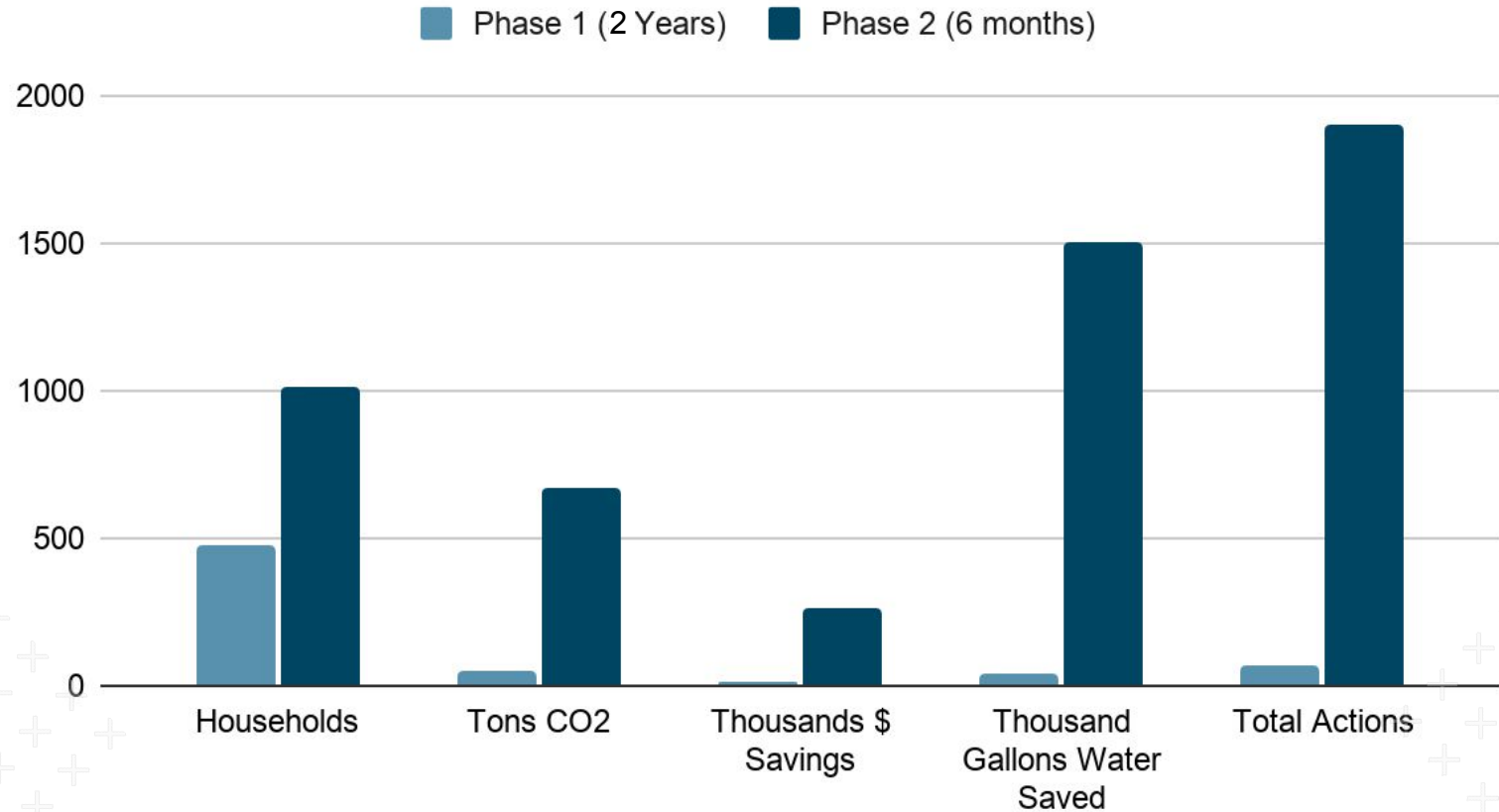




Fremont Green Challenge 6-month report

Community Climate Solutions Executive Summary

Fremont - Comparison of Program Results



Girl Scout Five Week Challenge



OUR IMPACT



232,340

TOTAL POINTS



185/144

NEW/PREVIOUS
ACTIONS
COMPLETED



\$24,840

DOLLARS SAVED



89

TONS CO₂E



17,401

KWH SAVED



1,202

THERMS
SAVED



2,722

GALLONS
GAS SAVED



100,522

GALLONS
WATER
SAVED

Weekly Challenges

Week 1: Discover your Impact! Create your account with the link provided by your troop leader. Ask your family to help you complete your household Energy Profile. Discover your household impact and starting level and record the results. Complete the “Learn About Solutions” action.

Week 2: Home Energy Champions! Explore the Energy Smart Action Category + the Green Electricity Action (in Home Energy) and choose at least 1-2 actions you would like to take and add them to your list. Mark any actions your family has already completed as “Previously Completed”. Complete 1 or more new actions and record it (mark done on the website and record here in your log).

Week 3: Waste Less, Eat Smart! Explore the Food & Waste Category and choose at least 1-2 actions you would like to take and add them to your list. Mark any actions your family has already completed as “Previously Completed”. Complete 1 or more new actions and record it.

Week 4: Water Warriors! Explore the Water Category and choose at least 1-2 actions you would like to take and add them to your list. Mark any actions your family has already completed as “Previously Completed”. Complete 1 or more new actions and record it.

Week 5: Make a Plan & Celebrate! Celebrate with your troop how much you all have accomplished! Work with your family to add additional actions to your list and make a plan together to take actions over the next year.

Working With Faith Communities

Faith Community Challenge

- Monthly topic-based action challenges.
- Monthly themes highlighted during services, youth group meetings, newsletters.
- Community progress highlighted in newsletters monthly.
- Community gatherings and celebrations



Niles Discovery Church



THE
DAWOODI BOHRAS

Working With Educators



What is Your Carbon Footprint? Activity

COMMUNITY LEADERBOARD

1



Thornton Jr. High School - Fremont Green Challenge

336,370

2



Irvington High School -Mrs.P

309,110

3

Irvington High School-Kaur

304,450



BrightAction



**RESILIENT
CENTRAL
COAST**

**EVERYDAY
OPPORTUNITIES
FOR LOCAL
CLIMATE ACTION**



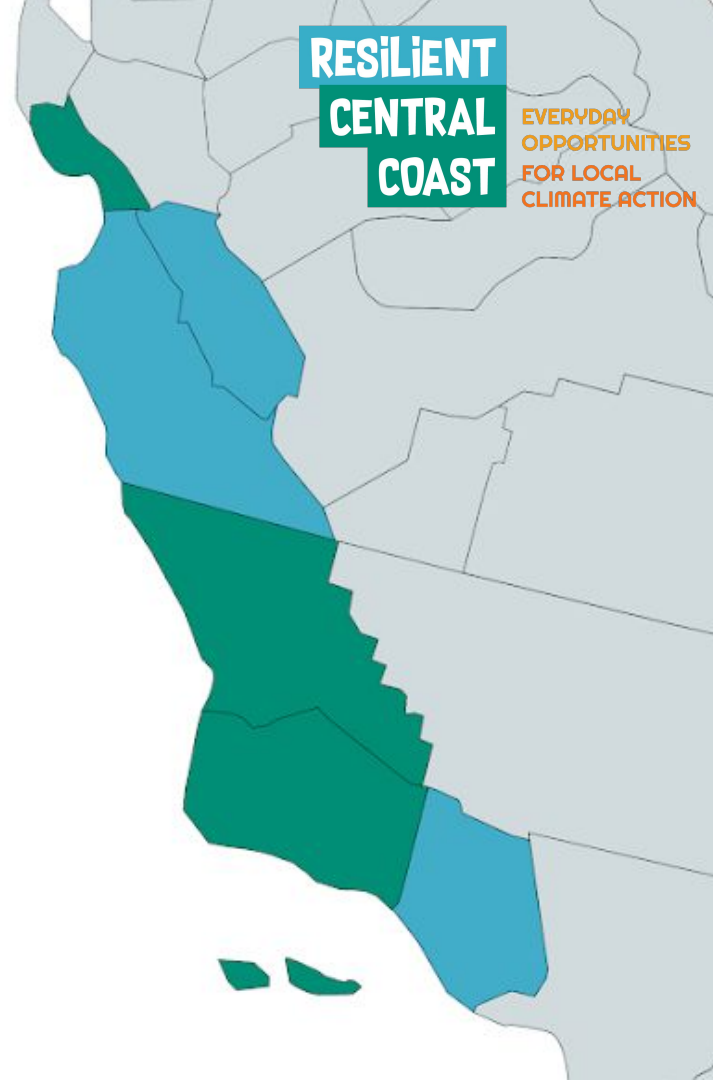
Santa Cruz County:
resilientsantacruzcounty.org



San Luis Obispo County:
resilientSLO.org



Santa Barbara County:
climateresilientSBC.org



CALIFORNIANS FOR ALL COLLEGE CORPS

**RESILIENT
CENTRAL
COAST**

EVERYDAY
OPPORTUNITIES
FOR LOCAL
CLIMATE ACTION



EMPOWERING RESIDENTS TO TAKE CLIMATE ACTION ON A COMMUNITY SCALE

Local Government Sustainable Energy Coalition (LGSEC) and the California Climate and Energy Collaborative (CCEC)

August 25, 2022



AGENDA

- Climate Smart San José
- Climate Smart Challenge and CCS
- GoGreen Teams Pilot Program & Lessons Learned
- JCS Air District Grant



Climate Smart San José



A COMMUNITY-WIDE INITIATIVE TO REDUCE AIR POLLUTION, SAVE WATER, AND IMPROVE QUALITY OF LIFE.

- **2018:** Council approves Climate Smart San José, addressing emissions from energy, water, and transportation and setting emissions targets aligned with the Paris Agreement.
- **2021:** Council adopts a carbon neutrality by 2030 goal, accelerating Climate Smart.

CLIMATE SMART SAN JOSE

A People-Centered Plan for a
Low-Carbon City





CLIMATE SMART GOALS

- Reduce drive-alone vehicle trips to only 40% of all trips by 2040
- Cut household energy use in half by 2040
- Reduce residential water consumption per person by 30% by 2030
- Accelerate electrification in buildings and transportation

Reaching carbon neutrality by 2030 will require focus and an acceleration of effort.

CLIMATE SMART FOCUS AREAS



ENERGY

San José Clean Energy
Distributed Solar
Generation
Electrification
Energy Efficiency



LAND USE

Creating Local Jobs
Densification/
Focused Growth
Urban Villages



WATER

Drought-Resilient
Landscaping
Domestic Rainwater
Storage
Residential/Commercial
Greywater
Low-flow/low flush
Appliances



TRANSPORT

Passenger Car Electric
Vehicle
BART Extension
High-Speed Rail
City Bike Plan
VTA Next Network &
Bus Network



CCS Platform: Climate Smart Challenge

CLIMATE SMART CHALLENGE

1. Create an Account



climatesmartsjchallenge.org

2. Join Your Team/Community



3. Discover Your Impact



Complete Household Profile

4. Create a Plan and Choose Actions



Examples:

- Take alternative transportation
- Switch from gas to electric appliances
- Compost and recycle

GOGREEN TEAMS

Team version of Climate Smart Challenge

- Work with neighbors, friends, family, or community organizations
- Series of 9 interactive meetings with your team including videos, activities, and discussions (all materials and resources are provided)
- Topics include:
 - Home energy
 - Transportation
 - Food and waste
 - Community Action
 - Water conservation
 - Community resilience

GOGREEN TEAMS PILOT PHASE

Background & Timeline

- Cool Blocks Challenge: had initially tried this route but decided to go with our own team program
- Recruitment period: December 2021 – April 2022
- Recruited via email (to people interested in Cool Blocks Challenge, community-based organizations, and neighborhood associations) and social media
- Trainings started in January and went through April
- Will be wrapping up pilot phase in September 2022

GOGREEN TEAMS PILOT PHASE

Pilot Highlights/Lessons Learned

- 25 Teams either completed or finishing their meetings soon.
- Overall feedback from Team Leaders and members has been very positive.
- Team Leader Connect sessions for Team Leaders to connect with one another to talk about challenges and triumphs
- Lessons learned: It is important to start the Team Leader recruitment process earlier with a coordinated, broad effort.
- Lessons learned: Team Leaders that chose to recruit neighbors found it more challenging than recruiting friends or through other existing social networks.

CCS, SAN JOSE & JAMES CARY SMITH GRANT

Air Pollution, Advocacy and Climate Solutions

- CCS has been awarded a JCS grant through the Bay Area Air Quality Management District to work with CalEnviroScreen neighborhoods in San Jose
- Goal: educate community members on the sources and impacts of air pollution and empower residents with tools to reduce impacts at home and participate in civic engagement to advocate for community wide solutions.
- Approach – Spanish speaking Promotora, hosting engaging interactive community events with tools and solutions co-hosted by local community leaders and youth.

QUESTIONS?

**LIVING
BETTER
TODAY FOR
TOMORROW**

Contact us:

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COMMUNITY CLIMATE SOLUTIONS

Building a safe, healthy future

Lisa Altieri

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(650) 274-5171



Audience Q&A

*Send your questions
in the Q&A box!*



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THANK YOU!

For your attendance and to those who donated!



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