

**Summary of Public Input
Community Climate Action Plan
Public Meeting, April 2, 2007
Finley Center, Santa Rosa**

QUESTION ONE:

A. Do you think *public will* is a key ingredient in enabling us to reach the 25 percent target?

Yes = 87%

No = 2%

No Answer = 11%

B. If yes, what is public will and where does it come from?

Public will is:

...a grassroots collective action rooted in people's desire and willingness to change.

...an agreement among a large motivated group of people that results in action with the belief that the action will make a difference.

...an individual and collective identification of a problem through education with action motivated by a shared sense of urgency, the recognition of opportunities and a belief that change is possible.

...attention, unity and consensus toward action.

...the collective will of the people that comes from a shared desire with motivation to change and the willingness to commit to action.

...pressure (or societal commitment) toward a desired outcome (or common cause).

...an entity driven by fear, cost analysis, choice and possibilities.

...community collaboration to encourage political will toward change.

...the collective willingness to hold government responsible for its own actions and answerable to the electorate.

Public will comes from:

- ...self interest.
- ...personal values
- ...status needs
- ...optimism (belief that change is possible)
- ...inspiration
- ...morals/ethics
- ...hope
- ...individual caring
- ...spiritual beliefs/religious affiliation
- ...sense of personal responsibility
- ...personal discomfort
- ...fear/sense of urgency
- ...desire for safety and security
- ...economic concerns — how will it affect me financially?
- ...shared interest/vision/mission
- ...opportunity
- ...the example set by others (for example: Gore, MLK, Gandhi, etc.)
- ...an Informed public possessed of credible and concrete information
- ...the media (for example: movies, TV, radio, books, newspapers, magazines, the worldwide web)
- ...psychological and behavioral readiness to change (based on a clear vision that is doable and has mechanisms for feedback)
- ...ready availability of scientifically proven and feasible solutions
- ...pressure from our children, grand children and other family members
- ...grassroots organizing with massive education that is easy to understand, practical and solution focused (focus groups)
- ...one-to-one communication
- ...public meetings concerning the issue

QUESTION TWO:

How can we generate enough public will to reach our 25 percent reduction target?

Massive Education

We need educational efforts at all levels, children through seniors, organizations and clubs, chambers of commerce, businesses both small and large, agriculture (e.g., farmers, ranchers, wine industry), school and church groups and family groups.

Develop educational materials that are geared to specific groups and learning styles that are multi-culturally sensitive. Incorporate the precautionary principle.

Make education fun and interactive, clearly worded, spelling out real solutions in concrete terms for all age levels that encompass models that appeal to values.

Develop “small, manageable step(s)” education and children’s books.

Create and train Ambassadors for Change (like the Master Gardener Program). Organize an Environmental Consulting Corporation that can assist industry in the how to’s of going green.

Partner with and educate through other environmental organizations, green, organic, sustainable, etc.

Develop a public mission/vision statement and circulate it.

Track progress and make it public.

Use every form of media including the internet and develop alternative media. Encourage the Press Democrat to devote a page of the paper to environmental news as does the Christian Science Monitor.

Teach networking skills.

Compile and make available all training materials (resource catalogue?) and provide training to people that prepares them to talk to others.

Sponsor neighborhood potlucks and supply them with printed information and flyers of upcoming events.

Develop easy to understand instructions for doing your global foot print in large poster format and put them up in communities (posters have information on where to go for more information).

Make a good reading list available to the community and sponsor study groups and book clubs.

Work with the County's Emergency Preparedness Training personnel (co-teach?).

Make green building information visible and available at such places as Lowe's, Home Depot, and Friedman Bros.

Government

Keep an on-going public presence (positive, repetitive pressure) at city councils, Board of Supervisor's meetings and send letters and make phone calls to state and federal elected officials.

Ask the various municipalities in Sonoma County to make a public announcement of their commitment to the 25% Reduction Target through the media or a general mailing. Have them make a big deal of it.

Encourage and support environmental candidates for public office and compile and publish their environmental scorecards.

Insist that industry be regulated (CO2 caps, carbon credits and egregious use fines, sequestering of CO 2).

Mandate carbon neutral public office buildings.

Mandate that government publish on-going reports of progress (or lack there of) toward their carbon reduction target.

Economics

Create financial incentives such as tax credits, rebates, egregious use fines. Create financial incentives for the middle class (especially those hit by the AMT tax).

Promote alternative energies such as solar and wind in public forums with plenty of clear information.

Develop solutions that are comfortable, accessible, affordable and subsidized.

Research, identify and publish ways to make money in eco businesses and develop low interest rate loans for small innovative businesses.

Pressure auto manufacturers to develop affordable, low emission vehicles for use by individuals and public and private industry.

Encourage Fair Trade and local food purchasing on college campuses.

Develop a California PAYS (Pay as You Save) Plan similar to New Hampshire's.

Eliminate fees for green waste dumping at public dumps.

Transportation

Raise the cost of gas and subsidize and promote car sharing, car pooling, trains, bikes, use of public transport.

Create mixed use urban neighborhoods that eliminate the frequency of travel.

Reward industries for using hybrid vehicles and supporting employee telecommunication.

Invest in low emission transportation initiatives.

Provide free transportation passes for students and seniors.

Support a monthly no car use challenge and measure CO2 emission savings.

Groups and Organizations

Do outreach to existing community groups and organizations through advocates and initiatives.

Identify groups with the most entrenched attitudes and develop convincing, non-threatening educational information to present to them.

Unite various groups under one consortium.

Help homeowner group members change negative energy regulations in their groups through education and cost/benefit analysis.

Start Eco clubs everywhere and/or incorporate eco committees in existing clubs.

Have the Climate Protection Campaign develop satellite community groups that report back to the Campaign.

Highlight and reward good models both individual and industrial. Have yearly Eco Oscars.

Human Behavior

Study behavioral psychology, the stages of change and the power of spiritual belief (this would make a great study group).

Learn from 12 step and other programs what motivates and what maintains commitment.

Study consumer psychology. How can we make Climate Protection attractive enough to buy?

Build into training programs an understanding of the difference between open-ended and closed questions.

Support On-Going Public Events and Festivals to Increase Visibility

Develop festivals and events and maintain an obvious presence at existing ones, (county fairs, 4th of July events, Graton Day, the Harvest Festival, SRJC Day Under the Oaks, Earth Day events, Gravenstein Apple Festival, the parades).

Develop community competitions.

Develop community concerts with known musicians (could Cloud Moss of Cumulus Productions help with this?).

Develop transportable, easy to put up and take down booths for events (maybe an architects design contest?) and stock them with banners, petitions, and fliers).

Develop floats for the parades with people on board (Cool Students?) handing out printed information.

Invite Al Gore to come and speak to our community.

Require all such events to be green or help existing events get there.

Spread hope, optimism and enthusiasm.

QUESTION THREE:

If questions and conversation generate public will, what is one great question you could ask that would influence public will?

The Media

Have you seen Al Gore's "An Inconvenient Truth" and/or "Who Killed the Electric Car?"
What did you think of them?

Family

What do you think our grandchildren will think of our generation if we don't do something now?

What would you like your children to say about what you did for climate protection or did to stop global warming?

How much does your children and grandchildren's health mean to you? How will their health be affected if we don't do something to stop global warming?

What can we do together to allow our children and grandchildren to have a healthy planet and a healthy future?

Economics

Did you know that there is a lot of money to be made in working to reduce GHG's?

Have you seen how solar panels can reduce your energy bill?

What do you think about adopting an egregious use tax?

What would you pay for climate insurance?

What do you think the financial cost to you would be if CO2's continue to go unregulated and uncapped?

How will the cost of your medical care be affected by diseases from other areas moving into ours?

How do you think a carbon tax would affect business and the economy? How would it affect global trade?

Taking Action

What is the easiest action you could take that would benefit the environment?

What are you going now to protect the climate? What are you willing to do and what do you need to get from here to there?

What are you doing to connect with and educate your neighbors about climate change?

Given that human beings almost certainly influence climate change, what are you doing to make a difference?

What three ways can you think of that would reduce your carbon emissions this year?

How can you and your family reduce your GHGE's by 25%?

If you could individually influence climate change by personal action, what would you do?

What is one measurable thing you can do in your life now to reduce GHGE's.

Will you partner with me on taking 5 actions to reduce GHGE's so that we can support each other?

Would you like to carpool with me?

Will you sign my petition?

What would it be like to not drive your car one day a week?

How could you cut your transportation costs in half?

Can you image a world without climate change problems? What can you do to help it get there?

If I do _____, will you do _____?

Responsibility to Others

What is our responsibility to our fellow human beings and the future?

Since global warming will hit the poor of the world very hard, what do you think we, as the highest polluting nation, should do to halt global warming?

How do we engage people's interest in Climate Change?

How can reducing your carbon footprint provide for future generations?

What do you need to know to help inform others about global change?

Motivation

How can we usher in a change of consciousness for ourselves and others?

What would motivate you to change?

What would you do if you knew that your life depended on your reducing your carbon footprint?

What is stopping you from becoming more active in reducing global warming?

What would it take to convince you of the danger?

What would inspire you to make changes in your CO2 emission level?

New disease vectors are coming into our area because of global warming. Are you ready for them?

General Information

What do you think about global warming? What can we do to stop it? What is your perception of it now? Do you think climate change is an actuality?

What will Sonoma County look like in 20 years?

What is your carbon footprint? Do you know how to measure your carbon footprint? Do you know how much CO2 emissions you produce each year?

In your opinion what three things contribute most to global warming?

Which of the benefits of climate protection appeal to you? What are the benefits of climate protection?

Why are gas and PG&E prices fluctuating and rising?

When do you think gas will hit \$10 a gallon?

What do you know about the Climate Protection Campaign?

How do you think Sonoma County can reach its 25% Reduction Target. What is our part in that effort?

How do you think your personal choices contribute to global warming?

What would you need to know now to convince you that global climate change is a fact?

Do you still use oil products?

Do you have CFL's in your home?

Do you recycle?