

SUSTAINABILITY COMMITTEE OUTREACH PROJECT

The Outreach Subcommittee has met several times to brainstorm outreach/education opportunities and gaps for continued CAP implementation throughout Albany. The Outreach Subcommittee also met with Claire Griffing, to review City staff work on outreach. We learned that Claire works closely with Middle School and High School students, and also posts on a Facebook page. Claire would like help with specific messaging on her work. .

Committee Findings

CAP areas with largest behavior change opportunities are

- Reduced auto trips (especially local for shopping, errands, and school transport)
- Energy Conservation (home and business)
- Energy Efficiency Improvements (home and business)

Albany has many interested, organized outreach/education groups which together, represent a great network to leverage for outreach. These include (partial list, more to be added):

- Rollers and Strollers
- Transition Albany
- COA
- University Village Sustainability group
- Chamber of Commerce
- Parks & Rec Green Team (may be dormant)
- Senior Center users
- AUSD management, faculty, and parents
- AUSD students
- Lion's Club
- Rotary Club

Together, these groups would be a great help in advancing CAP implementation. Thus, we propose to lead and convene a meeting of all interested parties to explore forming the Albany Green Coalition.

Proposed Meeting to Form of Albany Green Coalition

We propose to convene a meeting with invited representatives from above and other groups to explore the formation of the Albany Green Coalition (AGC). We would discuss how to organize thru all these groups, to implement the three goals of the CAP best suited to outreach and individual behavior change: reduced auto trips, increased home and work energy conservation, and increased home and work energy efficiency improvements.

The meeting would also be announced and open to the general public, but the focus of this meeting is an organizing convocation. Our Sustainability Committee will serve as the convener.

Invitation Process

The above groups provide a starting list of invitees. With Claire's and Sustainability Committee member additions, we should be able to develop a good list of leadership for each organization to invite. We propose to invite representatives from each group via email, explaining the purpose and providing the agenda (see below).

Need for Professional Facilitator (Pro Bono)

Due to the diverse array of groups envisioned above, we will seek to engage a professional facilitator for the event on a pro bono basis. The SC Subcommittee can work with the facilitator to plan the meeting, subject to review and approval by full SC.

Preliminary Agenda

The following is a preliminary agenda:

Meeting Objective: Form the Albany Green Coalition to conduct citywide outreach and education campaigns to implement these CAP measures:

- Reduced auto trips
- Increase energy conservation at home and work
- Increase energy efficiency at home and work

Part 1: Introduction (1 hour)

- A. Sustainability Committee Chair Tom Cooper and Vice Chair Max Wei would give a brief summary of the Climate Action Plan and our most recent inventory update to highlight the need to do "more" in the areas of VMT reduction, energy conservation, and energy efficiency projects.
- B. Each represented group would be asked to provide a brief introduction to its history, mission, and work, especially regarding outreach and education work to promote sustainability.

Part 2: Discuss Outreach/Education Campaign(s) (1 hour)

The facilitator would manage this process, and highlight areas of common interest and willingness to implement the following.

Campaign Strategies and Methods (for discussion)

1. Identify best mechanism(s) to reach Albany residents and businesses
 - a. Coalition Working Group
 - b. Community Champions
 - c. Other
2. Create Community Experts' Info Exchange Series
 - a. Short "how to" seminars (e.g. Solar Water Heater, Heat pump based water heating, smart thermostats) from local community members
3. Organize Block-by-Block Energy Day (similar to earthquake preparedness)
4. Develop incentives to reduce local auto trips
 - a. Human 'school bus" network to walk to school
 - b. Incentives to bike to high school

- c. Electric carts for shopping locally
- 5. Participation in Cool California Challenge

Part 3: Next Steps

This part would involve step to go back to each organization and get agreement to form the Albany Green Coalition. This part would also involve a brief outlining of next steps (e.g., agenda for 2nd meeting).

Potential Agenda for 2nd AGC Meeting:

- Define level of City staff and financial support
- Develop implementation plan with commitments from participant groups
- Formulate progress tracking and reporting mechanisms
- Set up meeting schedules, campaign milestones, etc.

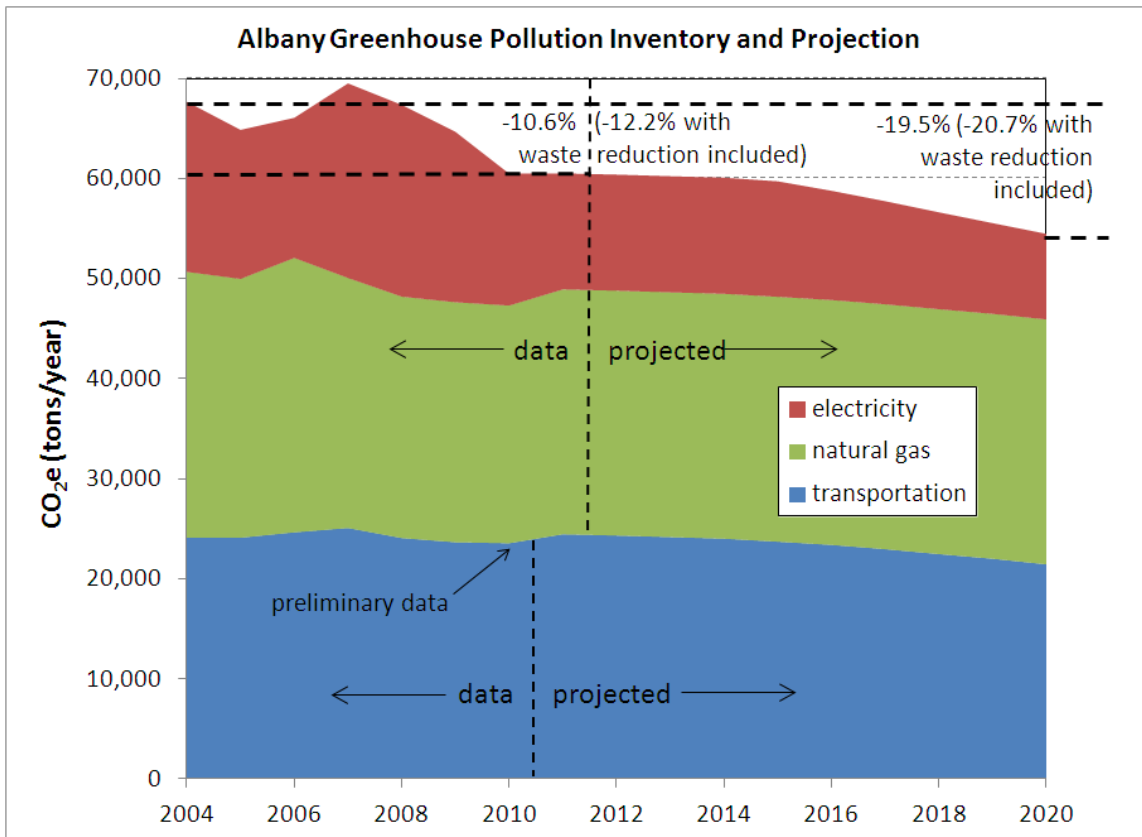


Figure 1. Albany GHG emissions projection with increasing VMT (P. Jordan)

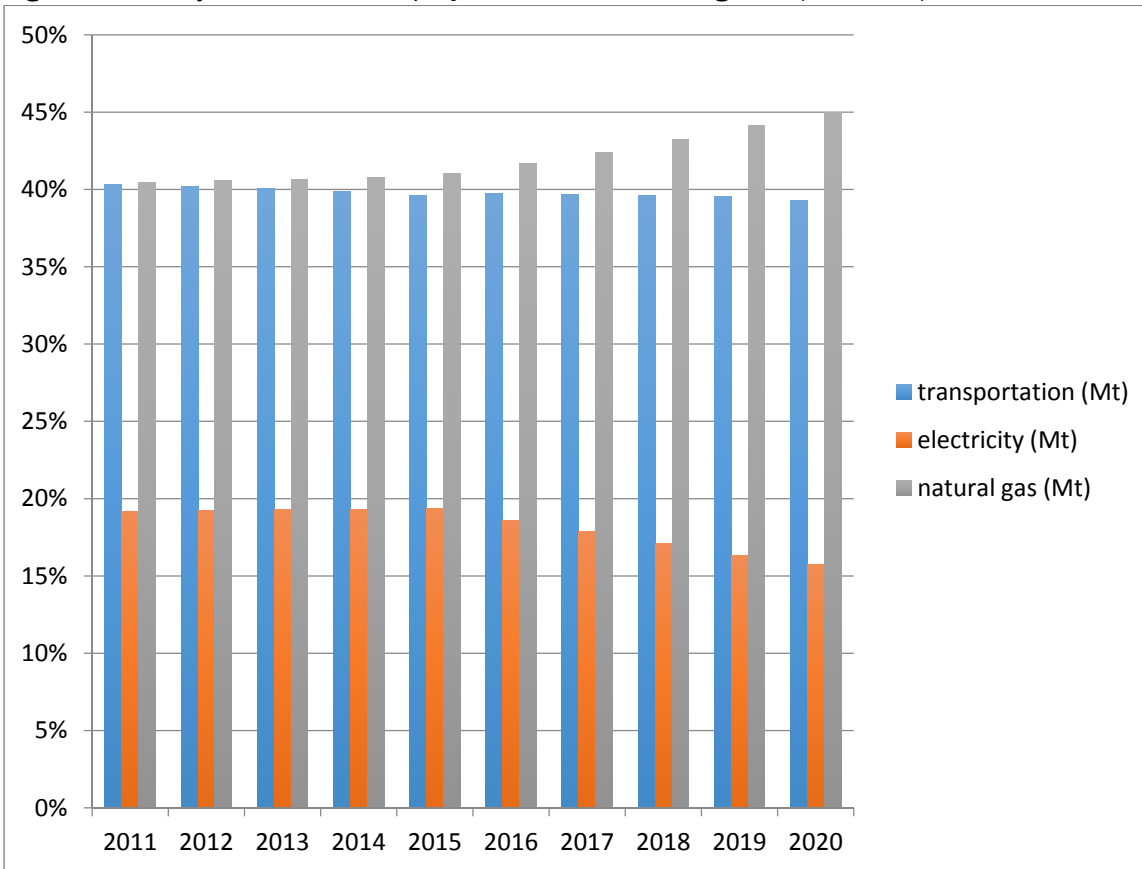


Figure 2. Albany GHG emissions share with increasing VMT.

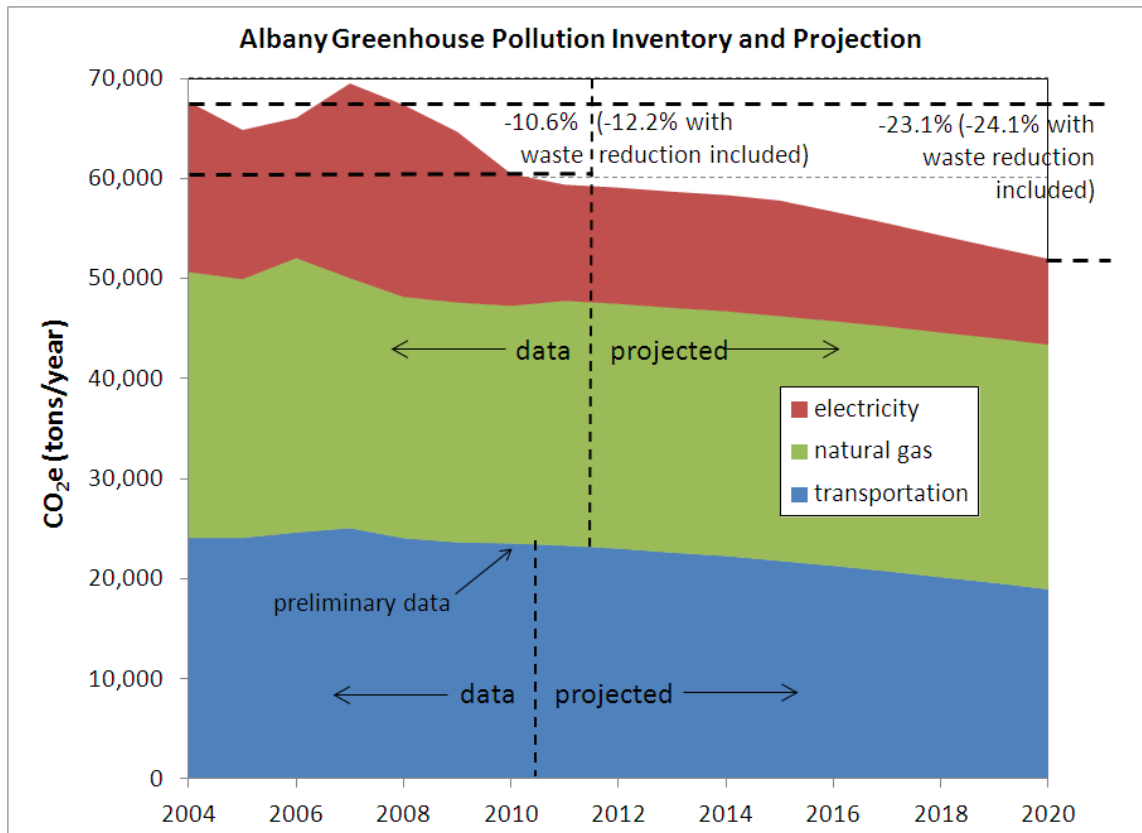


Figure 3. Albany GHG emissions projection for flat VMT. Natural gas share is further increased.

Carbon Budgets and Targets:

- The IPCC issued a global carbon budget for the first time (Nov.'13): < 790 Gtons of carbon to keep warming < 2°C vs. pre-industrial temp*
- About 32% of budget remains. Need to be net zero C after that.
- U.S. Population weighted share: 41 Gtons CO₂
- For a 50 year timespan →
 - 3 tons CO₂ per adult per year
 - 150 tons CO₂ per adult over 50 years
- At current emissions rate, U.S. exceeds its budget in < 10 years
 - ~ 26 tons CO₂ per adult per year
 - ~ 1250- 1000 tons CO₂ per adult over 50 years

(Albany on average is a lot better than rest of U.S.)