Public Outreach For The Western Riverside County Climate Action Plan

CCAPC Conference
San Luis Obispo
January 31, 2013

Jennifer Ward, WRCOG
What is WRCOG?

- Population > 300,000
- Population < 8,000
- Population = 100,000
Programs for Western Riverside County
Challenges with the Existing Landscape

- General Plan
- Climate Action Plan
- Energy Action Plan
- Sustainability Plan
- GHG Inventory
  - Policies for addressing climate change
Outreach Approach

- Technical Staff
- Elected Officials
- Community
A Climate Action Plan does NOT:

- Impose mandatory new requirements on existing homeowners and businesses
- Replace existing development regulations or policies affecting new development
- Represent viewpoints of the UN, other external organizations, or Agenda 21

February 3, 2012

Activists Fight Green Projects, Seeing U.N. Plot

By LESLIE KAUFMAN and KATE ZERNIKE
Across the country, activists with ties to the Tea Party are railing against all sorts of local and state efforts to control sprawl and conserve energy. They brand government action for things like expanding public transportation routes and preserving open space as part of a United Nations-led conspiracy to deny property rights and herd citizens toward cities.
Outreach to **Elected Leaders**

- Economic development priorities
- Emphasize the benefits of a CAP
- State law does not *require* a local agency to prepare a CAP, but does *incentivize* it
  - CEQA streamlining = $$ savings for cities
- Local Control!!
- Other benefits
  - Economic, environmental, economic, public health…economic
Broader Outreach to the General Public
Resources and Funding

- Strategic Growth Council, Proposition 84 Grants
- Pepperdine University, Davenport Institute
  - Grant funding and training programs
- Foundations and other strategic partnerships