



Welcome Climate Ambassadors

Please sign in

Agenda

- ▶ Introductions
- ▶ Climate Compass Project Overview
- ▶ Climate Ambassador Program Expectations
- ▶ What Do You Want to Get From the Experience?
- ▶ Communication Skills
- ▶ Resources & Support
- ▶ What do you need?

Introductions

- ▶ Name
- ▶ What 2 things does everyone at your table have in common?
 - ▶ How long you have lived in Elk Grove?
 - ▶ Why did you decide to become a Climate Ambassador?
 - ▶ What do you love about Elk Grove?
 - ▶ Where have you traveled?
 - ▶ Do you prefer beach or mountains?
 - ▶ Hobbies?
 - ▶ Favorite food?



Climate Compass

A Plan for Implementing
Elk Grove's Climate,
Sustainability, and
Resilience Goals

Timeline



What is a CAP?

- ▶ Comprehensive roadmap outlining specific measures and actions an agency will undertake to reduce GHG emissions
- ▶ Build upon information gathered by GHG inventory
- ▶ Particular focus on action that can achieve the greatest emissions reductions in the most cost-effective manner
- ▶ Updated regularly to represent current data and take advantage of new technologies for GHG emission reduction
- ▶ May be CEQA-qualified to enable streamlining of subsequent project-level GHG emissions analysis





Project Overview and Objectives

- ▶ **Align** with State GHG reduction targets
- ▶ **Decarbonize** by 2045
- ▶ Connect City's existing and developing **sustainability initiatives**
- ▶ **Integrate** climate adaptation and resilience
- ▶ Focus on **implementation** and monitoring
- ▶ Meet **CEQA** requirements for streamlining benefits
- ▶ **Communicate** climate challenges and opportunity
- ▶ **Engage** the community, especially underserved populations
- ▶ Ensure **climate equity** is a key consideration throughout development and implementation

Role of the Climate Ambassador

- ▶ Attend neighborhood meetings & community events
- ▶ Have conversations (both formal and informal) with members of your communities
- ▶ Share information on:
 - ▶ Climate change impacts related to EG
 - ▶ Timeline and steps in the Climate Compass development
 - ▶ Proposed actions to address climate change
- ▶ Tabling at City hosted events
- ▶ Provide feedback to the City on discussions, concerns, ideas
- ▶ Provide insight to create a more community focused document
- ▶ Help to engage more residents to change behavior



What are Your Personal Expectations?

- ▶ What are things that you want to get out of this program?
- ▶ What do you think your role should be?
- ▶ Chat with your table for a few minutes, and then we can share ideas



Communication Strategies

1. Plain, obvious language
 - Weather emergency, extreme temperature fluctuations, critical weather events etc.
2. Locally relevant
 - Climate change is not an abstract concept
 - Discuss how we are already experiencing the impacts
 - Think about what changes the city has already made to fight
3. Give people a reason to care - small and big
 - What will happen in their lifetime, what about in their children's or grandchildren's lifetime
 - An absence in climate action will cause things to become more expensive
 - Climate change is dangerous
4. **LISTEN**



Communication Exercise

- ▶ Your elevator pitch
- ▶ With a partner, practice convincing a community member about taking climate action



Resources & Support

- ▶ [Compensation survey](#)
- ▶ Sign Up for updates: www.elkgrovecity.org/CAP
- ▶ Resources Website – www.elkgrovecity.org/climateambassadors
- ▶ Feedback Options:
 - Email: climate@elkgrovecity.org, aleroy@elkgrovecity.org
 - Climate Ambassador's [Input Form](#)
 - Office hours - TBD



What do you need to be successful?

