



# Welcome Climate Ambassadors

Please sign in

# Agenda

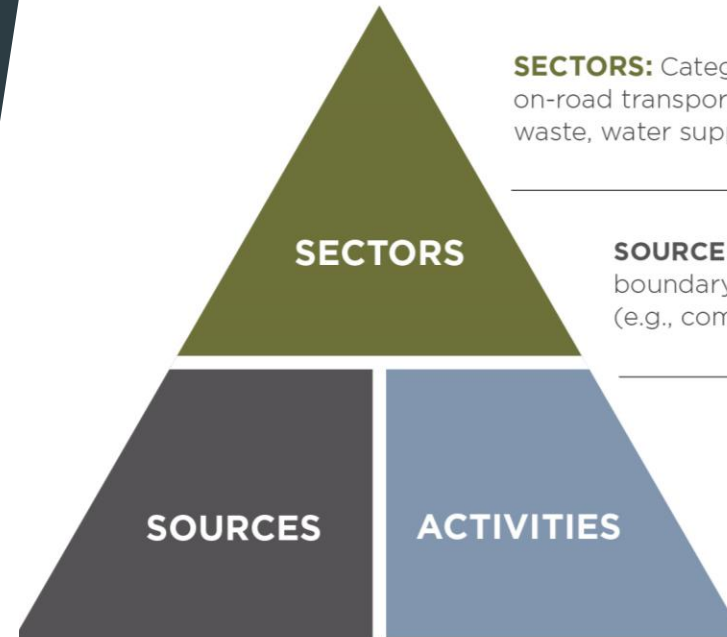
- ▶ GHG Inventory
- ▶ Climate Communication
- ▶ Getting Started & Coordination

# GHG Inventory

- ▶ ICLEI - Local Governments for Sustainability (ICLEI) protocols
- ▶ *US Community Protocol for Accounting and Reporting of Greenhouse Gas Emissions* published July 2019
- ▶ Principles for GHG accounting and reporting
  - ▶ Relevance, Including Policy Relevance, and Utility for Users
  - ▶ Accuracy
  - ▶ Completeness
  - ▶ Measurability
  - ▶ Consistency and Comparability
  - ▶ Transparency

# Greenhouse Gas Emissions Sectors

- ▶ Sectors/Sources
  - ▶ On-road transportation
  - ▶ Building Energy
  - ▶ Solid Waste
  - ▶ Off-Road Vehicles and Equipment
  - ▶ Wastewater Treatment
  - ▶ Water Supply
  - ▶ Agriculture



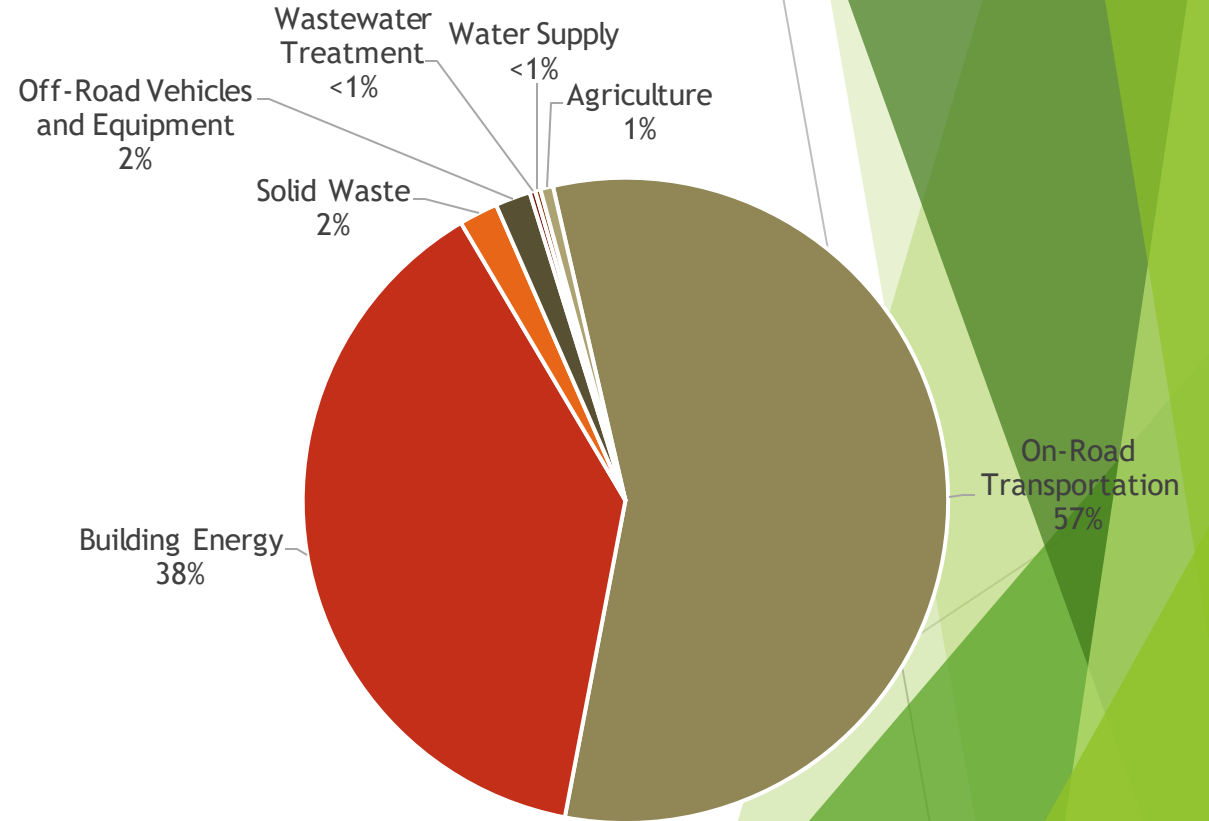
**SECTORS:** Categories of GHG emissions including building energy, on-road transportation, off-road vehicles and equipment, solid waste, water supply, wastewater treatment, and agriculture.

**SOURCES:** Any physical process inside the jurisdictional boundary that releases GHG emissions into the atmosphere (e.g., combustion of gasoline in vehicles).

**ACTIVITIES:** The use of energy, materials, and/or services by members of the community that result in GHG emissions either directly (e.g., use of household furnaces) or indirectly (e.g., use of electricity created through combustion of fossil fuels at a power plant).

# 2021 Communitywide Inventory

| Sector                      | 2021 GHG Emissions (MTCO <sub>2</sub> e) |
|-----------------------------|--|
| On-Road Transportation      | 586,220                                  |
| Building Energy             | 398,365                                  |
| Solid Waste                 | 20,222                                   |
| Off-Road Vehicles/Equipment | 18,284                                   |
| Wastewater Treatment        | 2,928                                    |
| Water Supply                | 2,802                                    |
| Agriculture                 | 6,544                                    |
| <b>Total</b>                | <b>1,035,364</b>                         |



# On-Road Transportation

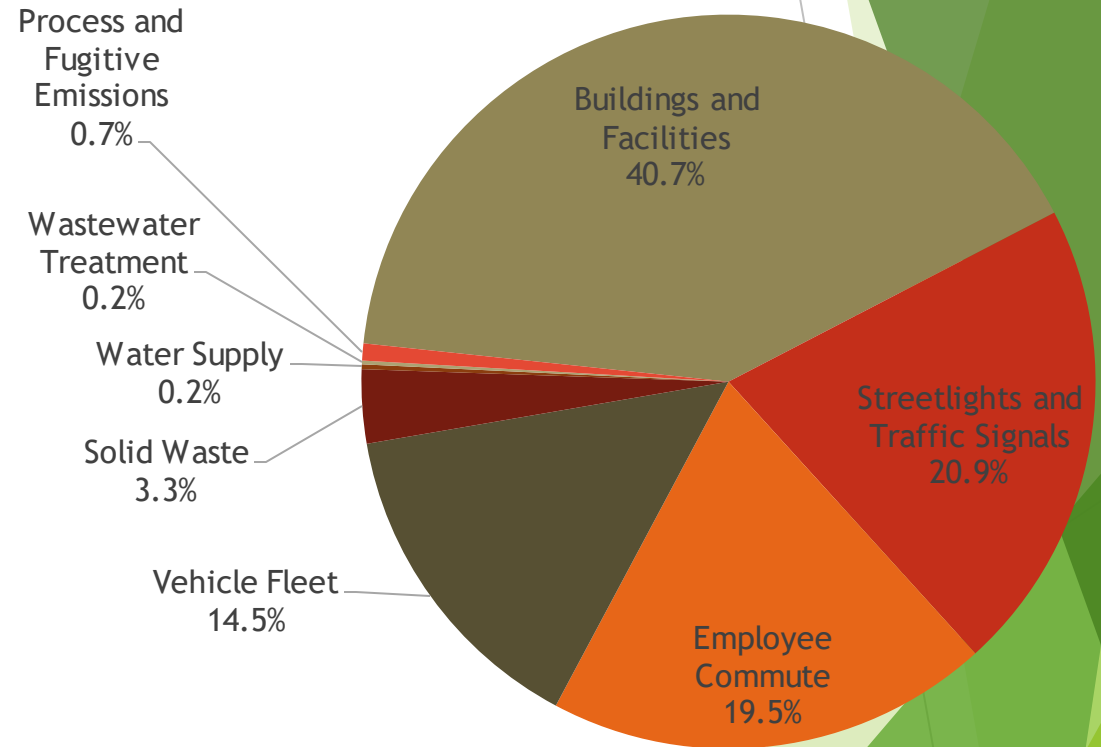
| Source                            | Annual VMT           | %   | GHG Emissions (MTCO <sub>2</sub> e) | %   |
|-----------------------------------|----------------------|-----|-------------------------------------|-----|
| On-Road Passenger Transportation  | 944,367,693          | 83% | 339,716                             | 58% |
| On-Road Commercial Transportation | 192,332,970          | 17% | 246,504                             | 42% |
| <b>Total</b>                      | <b>1,136,700,664</b> |     | <b>586,220</b>                      |     |

# Building Energy

| Source                   | GHG Emissions (MTCO <sub>2</sub> e) | %   |
|--------------------------|-------------------------------------|-----|
| Residential Total        | 271,900                             | 68% |
| <i>Electricity</i>       | 150,260                             | 55% |
| <i>Natural Gas</i>       | 121,641                             | 45% |
| Nonresidential Total     | 126,465                             | 32% |
| <i>Electricity</i>       | 101,296                             | 80% |
| <i>Natural Gas*</i>      | 25,096                              | 20% |
| <i>Backup Generation</i> | 73                                  | <1% |
| <b>Total</b>             | <b>398,365</b>                      |     |

# 2021 City Operations Inventory

| Sector                           | 2021 GHG Emissions (MTCO <sub>2e</sub> ) |
|----------------------------------|--|
| Buildings and Facilities         | 1,741                                    |
| Streetlights and Traffic Signals | 893                                      |
| Employee Commute                 | 835                                      |
| Vehicle Fleet                    | 620                                      |
| Solid Waste                      | 139                                      |
| Water Supply                     | 9  |
| Wastewater Treatment             | 7  |
| Process and Fugitive Emissions   | 32                                       |
| <b>Total</b>                     | <b>4,275</b>                             |





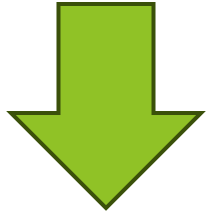


# Climate Communication

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# Solutions vs. Impacts

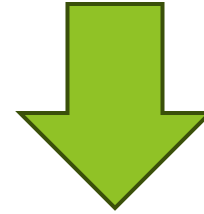
Talk about **solutions**



- Increase hope and belief that we can fix it
- Decrease feelings of urgency



Talk about **impacts**



- Decrease hope
- "We cannot fix this"
- Increase feelings of urgency



# Communication Guidance for Community Leaders



- ▶ Connect on common values:
  - ▶ You are a member of the community, so connect with others on values we care about here in EG
  - ▶ Common values, such as family, community, choice/freedom, opportunity, health, and fairness, are powerful motivators and connectors
- ▶ Make it real and relatable
  - ▶ What can residents see with their own eyes? (simple, irrefutable facts about changing seasons, local fauna, or record weather)
  - ▶ This makes it real and relevant for them
  - ▶ Arguing about science may be counterproductive in some cases

Adapted from ecoAmerica: 2016. Let's Talk Communities and Climate: Communication Guidance for City and Community Leaders. Path to Positive Communities

# Communication Guidance for Community Leaders



- ▶ The importance of social norms
  - ▶ Taking action means other people will feel more comfortable doing the same
  - ▶ When something becomes the "norm," it is easier for others to accept
- ▶ Show how they can benefit
  - ▶ Most Americans think that action on climate change comes with too high a cost and a strain on their wallets
  - ▶ In fact, we save money by saving energy, are healthier with active transportation and more nutritious food, and can protect the well-being of our families and communities

Adapted from ecoAmerica: 2016. Let's Talk Communities and Climate: Communication Guidance for City and Community Leaders. Path to Positive Communities

# Percentage of people who agree with the following statements:

Worried about global warming



Congressional District 7  
(116th Congress),  
California



Global warming will harm plants and animals

76%

Global warming will harm future generations

75%

Global warming will harm people in the developing countries

71%

Global warming will harm people in the US

67%

Global warming will harm me personally

48%

Global warming is already harming people in the US

61%

Has personally experienced the effects of global warmings

51%

Source: [Yale Program on Climate Change Communication](#)

# Climate Elevator Pitch



- ▶ Create/practice your pitch ahead of time so you're prepared for spontaneous conversations
- ▶ Your goal is to:
  - ▶ Encourage climate action in a concise, short conversation
  - ▶ Listen to the other person's attitudes towards the topic
  - ▶ If they're receptive, educate them on the topic to the best of your ability

# STEP 1: identify the problem

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- ▶ See the **opportunity** to start a conversation
  - ▶ Examples:
    - ▶ Someone complains about the heat
    - ▶ You attend an HOA meeting
    - ▶ Your neighbor mentions how a tree damaged their property during the winter storm
- ▶ Think about **your knowledge** of the subject
  - ▶ Combine your individual experience and expertise with what you know about the **Climate Compass**
  - ▶ Refer them to the City if they have questions you cannot answer

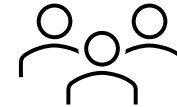
# STEP 2: know your audience

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## ▶ What **values** does this person have?

### ▶ Examples:

- ▶ They are a parent or grandparent with young children
- ▶ What job/educational background they have
- ▶ Which organizations they're part of



## ▶ How receptive are they?

- ▶ Try to engage calmly even with those who don't seem receptive initially
- ▶ Know when to quit if you aren't feeling heard and respected

## ▶ Ask follow-up questions when appropriate

- ▶ A good option is always to ask for explanations for them
  - ▶ Example: someone says they are worried about more important things than climate change. You ask what else they have concerns about



# STEP 3: connect back to Elk Grove

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- ▶ Connect values with **solutions**
- ▶ Ideally, after the conversation, they should feel **motivated**, like they can do something
- ▶ Any effort they're making is good, no matter how small
- ▶ Connect back to Elk Grove
  - ▶ Talk about the **CAP** and the efforts the City is already making
  - ▶ Something they can relate to





# Elevator Pitch Activity

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Develop pitch & practice with a partner

STEP 1: identify the problem

STEP 2: know your audience

STEP 3: connect back to Elk Grove

# Getting Started



- ▶ Start engaging
- ▶ Provide input via the form
- ▶ Talking Points will be provided every 1-2 months, with updates on phase of Climate Compass development & any specific input
- ▶ Climate Ambassadors with an input form submitted in quarter will receive incentive payment
- ▶ Encourage coordination

# Accessing the Input Form

- ▶ Go to the Climate Ambassadors page: <https://www.elkgrovecity.org/climate-action-plan/climate-ambassadors>
- ▶ Scroll down to the bottom section: "Input", and click on the link
- ▶ Fill out the short form with any feedback you received (positive, negative, new ideas, anything you think is noteworthy!)
  
- ▶ Kaylah will send out an email with the link to the form
- ▶ "Favorite" or "flag" the email so that you can find it easily whenever you need to submit!

# Resources & Support

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

