

# City Advocate Training

June 2009

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ORANGE COUNTY



# Agenda

- Welcome and introductions
- Background, Purpose of Campaign, Metrics
- Making the Pitch
  - How to be an effective City Advocate
  - Advocacy Tools
  - Follow-up For Success
- Getting Ready – Setting the Plan
- Tips Of The Trade
- Closing



# Welcome & Introductions

- Why are you here?
- What do you hope to get out of your engagement with Juicing Orange County?

This program is lead by the Orange County Global Warming Committee. Members include representatives from the Orange County, Rio Hondo and Sierra Sage regional groups of the Angeles Chapter of the Sierra Club. Since 1892, the Sierra Club has been working to protect communities, wild places and the planet itself.



## Background

- Frustrated by stalling on the federal level, local leaders are moving forward with innovative energy solutions that cut our dependence on oil, benefit public health, and save taxpayer dollars.
- Lets stop talking about global warming, lets do something!

## Purpose of Campaign

- Juicing Orange County is an effort to engage city leaders in Orange County to enact responsible, climate aware policies and programs.
- The Juicing Orange County campaign will report efforts by city governments in Orange County to celebrate successes and highlight best practices for local government.
- Completed questionnaires will be reviewed in October and November, resulting in a report that will be publicly released in late 2009.

## Purpose of Campaign

- Recognizing the threat of climate change, under the leadership of Governor Schwarzenegger and the Legislature, the State of California has supported the study of global warming impacts and, through the passage of the Global Warming Solutions Act of 2006 (AB 32), adopted greenhouse gas reduction plans.
- We can use our city policies throughout Orange County to be a key part of this effort.

# The City Advocate

- What we are asking of you:
  - Assigned by City (34 county-wide)
  - Engage with city decision-makers to:
    - Fill out questionnaire
      - If no city person to complete questionnaire, then complete it on their behalf
      - Will give City opportunity to review your answers.
    - Advocate for the enactment climate aware policies
  - As your City enacts things, let us know and publicly recognize them.
  - Help us develop best practices materials, including education materials and city ordinance language.

# Opportunity to Learn More

- The University of California, Irvine is hosting a class this summer to help you learn more about Climate Action Plans taught by Orange County's own Chandra K. Krout, AICP, LEED AP, GPR, Environmental Programs Administrator in the Community Development Department at the City of Irvine. This class will provide historical perspective of climate change regulation, an overview of the current carbon management environment and prospective on where global policy makers and regulators are likely to go over the next several years. The class assignments will lead to the eventual development of a Climate Action Plan that bridges the best practices of business, ecological and social concerns with social entrepreneurship and propels your organization to the next level of success.
- SOCECOL X417.23 Developing a Climate Action Plan Through Partnership and Advocacy (1.5 credits)
- Online classes begin June 22, 2009 (end August 2). Fee: \$610 To register or obtain more information, go to <http://unex.uci.edu/courses> and search by Registration Number (top right, use Reg#: 00252).

## The Questionnaire

- It should take approximately 30 minutes to complete.
- The survey is organized into eight parts.
- Should be taken by city employee(s) that understand climate aware city activities.
- Available in print format and online.
  - Strongly prefer online completion.



Cool Cities



Green Fleet



Lighting



Energy Production



Energy Consumption



Smart Purchasing



Green Building



Public Engagement

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- On February 16, 2005, the Kyoto Protocol, the international agreement to address climate disruption, became law for the 141 countries that have ratified the treaty. On that day, Seattle Mayor Greg Nickels launched the U.S. Mayors Climate Protection Agreement to advance the goals of the Kyoto Protocol through leadership and action. Two years later, The U.S. Conference of Mayors launched the Mayors Climate Protection Center to administer and track the agreement, among its other activities.
- The Cool Cities campaign was launched in 2005 by the Sierra Club to encourage local leaders throughout the country to move forward with innovative solutions to reduce heat-trapping global warming pollution. This campaign showcases local leadership on the part of U.S. mayors to curb global warming.

### **Did you know?**

- Nearly 30% of California cities have signed on to the U.S. Conference of Mayors Climate Protection Agreement to reduce greenhouse gas emissions 7% below 1990 levels by 2020.

- Under the agreement, participating cities commit to take the following three actions:
  - Strive to meet or beat the Kyoto Protocol targets in their own communities, through actions ranging from anti-sprawl land-use policies to urban forest restoration projects to public information campaigns;
  - Urge their state governments, and the federal government, to enact policies and programs to meet or beat the green house gas emission reduction target suggested for the United States in the Kyoto Protocol – 7% reduction from 1990 levels by 2012; and
  - Urge the U.S. Congress to pass the bipartisan green house gas reduction legislation, which would establish a national emission trading system.

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 Cool Cities

- City Advocate Goal
  - Get your Mayor to endorse the Agreement



The Sierra Club's Cool Cities Campaign proudly thanks

for signing onto the

**U.S. Mayors Climate Protection Agreement**

and pledging to make

a **Cool City**



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- Once your Mayor agrees:
  - Must file a form to show support available at <http://usmayors.org/climateprotection/agreement.htm>
  - Submit By Fax: (202) 293-2352
  - By Mail: 1620 I Street, NW Washington, DC 20006
  - For additional information, contact:  
Kevin McCarty  
(202) 861-6728  
[kmccarty@usmayors.org](mailto:kmccarty@usmayors.org)
- Send out a press release recognizing your Mayor.
- Send a thank you to your Mayor.

## Resources

- <http://www.coolcities.us/resources.php>
- <http://usmayors.org/climateprotection/>
- Sample press release – see page 22 of the Cool Cities Activist Tool Kit available at [http://www.coolcities.us/resources/activistTools/Cool\\_Cities\\_ActivistToolkit.pdf](http://www.coolcities.us/resources/activistTools/Cool_Cities_ActivistToolkit.pdf)

- Green Fleet actions to consider:
  - Fleet maintenance, operation and management;
  - Train drivers to practice “eco-driving” behavior;
  - Eliminate excess vehicles;
  - Buy vehicles with high global warming scores;
  - Commute trip reduction programs; and
  - Put police on bicycles.
- What is your city doing in this area?



- Street lighting and traffic signals can use a significant amount of energy. By replacing traditional light fixtures with super-efficient light emitting diode (LED) bulbs, cities can reap additional energy and cost savings.

## Did you know?

- If all California cities retrofit just one 30,000 square foot municipal building by relamping 1,000 light fixtures from T12 to Super T8 fluorescent lighting, it would save a total of 48 million kilowatt hours of electricity, which translates into 19,200 metric tons of carbon dioxide equivalent per year.



## Real Examples

### LED Traffic Signals – \$470,900 annual savings + reduced maintenance

- The City of Stockholm, Sweden moved in stages to replace over 27,000 incandescent light bulbs in 10,500 signal heads with LED traffic signals.
- The average consumption per lamp, using LED instead of ordinary bulbs, decreased energy usage from 70 watts to 7 watts.
- The city estimated that the LED bulbs saved 5,800 megawatts/per year in energy. Annual power generation savings at the conclusion of the project are measured at \$470,900 per year, with additional maintenance savings to be \$243,000 per year.
- Additionally, LEDs only contain a small fraction of electronic waste and more parts are made of plastic material that can be recycled. Previously, 80,000 bulbs per year were deposited in landfills.

### Compact Florescent Bulbs - \$33,000 annual savings

- Salt Lake City, Utah has replaced the conventional incandescent bulbs in its city office buildings with more energy efficient compact fluorescent bulbs.
- These bulbs use much less energy and last significantly longer, saving the city over \$33,000 a year and reducing CO2 emissions by 344 tons per year.



- By harnessing natural sources of energy like the sun and the wind, renewable energy sources can replace our reliance on outdated, inefficient and costly energy sources.
  - Today's solar panels efficiently transform sunlight into electricity while blending into the design of homes and office buildings.
  - Modern wind turbines rise high above the ground, capturing the strongest winds to produce reliable electricity.
- The installation of on-site renewable energy generating technologies provides an opportunity to reduce energy usage and green house gas emissions in government buildings.
- Cities can retrofit existing buildings by installing solar photovoltaic and solar hot water panels.

## **Solar Panels - \$4 million in savings over 25 years**

- The City of Fresno is installing solar panels on a number of municipal buildings. Local officials estimate first year savings at \$30,900 with the total projected savings over 25 years at \$4 million.



- Cities can reduce energy consumption as noted above and other ways through building retrofits, policies to turn off appliance after hours and purchasing Energy Star® appliances.

## **Retrofitting City Buildings – \$500,000 annual savings**

- The City of Sacramento estimates that by retrofitting existing city buildings, the upfront cost would be about \$5 million.
- However, the return on investment for these energy efficiency improvements would total \$500,000 annually.
- The simple payback period would be 10 years for this type of investment.



## Smart Purchasing

- Green procurement purchasing strategies have shown that cost savings, pollution prevention and environmental benefits can coexist harmoniously.
- Environmentally preferable purchasing (EPP) evaluates the purchasing of goods and services with reduced environmental impacts compared to those with baseline impacts.
  - An EPP policy can help to minimize environmental impacts while reducing toxicity, conserving natural resources, materials, and energy and maximizing recyclability and recycled content.
  - EPP procurement practices also create healthier places to live and work. The Institute for Local Government Climate Action Network offers a sample Climate Friendly Purchasing Policy and provides links to sample EPP policies adopted by cities and counties throughout California.



- Another resource is the Environmentally Preferable Purchasing Best Practices Manual that can assist local government purchasing officials with practicing environmentally preferable purchasing.
  - The Manual provides guidance on purchasing decisions related to batteries, building maintenance, grounds maintenance, medical supplies, office machines, office supplies, outdoor furnishings, paper products, printing and vehicles/transportation.
  - The manual will help you:
    - Write environmental specifications into your bid solicitations.
    - Tap into Web sites and other resources related to EPP.
    - Choose more environmentally preferable products and services in over 40 product categories.
    - Become educated on the environmental impacts associated with the manufacture and purchase of numerous products and services.
    - Identify ways you can reduce waste in your office, shop or facility.
    - Locate surplus and re-use programs to obtain low-cost or used equipments and supplies.
    - Reuse surplus furniture and equipment.



# Green Building

- Green buildings are energy, water and material efficient structures that also contribute to healthy indoor air quality. Sustainably-sited green buildings encourage alternative transportation, the installation of environmentally preferable building materials and construction and demolition waste recycling. Also known as high performance buildings, green buildings incorporate day-lighting and fresh air ventilation resulting in multiple benefits: increased productivity for building occupants, reduced operating costs and minimized impacts to the environment.
- As green building programs become more common, cities set green building standards to cover various building and project types.
  - Applications for city building permits may require a completed green building checklist as part of the approval process. Such checklists may cover single family, multi-family residential, nonresidential projects or green building retrofits.
  - If your local government requires residential construction to meet Build-it-Green's GreenPoint Rated standards and commercial projects to achieve U.S. Green Building Council's LEED certification, the green building checklist is provided by those entities. If your local government requires meeting the *intent* of GreenPoint Rated standards or LEED certification, the checklist will be identical to what is required for third-party certification.



- In July 2008, the California Building Standards Commission adopted the Green Building Standards Code.
  - This initial code provides a first step in ongoing development of statewide green building standards. It is scheduled to become effective in July 2009.
  - The code will establish mandatory minimum standards for residential buildings in the 2010 edition of the Green Building Standards Code, anticipated to become effective around January 1, 2011. However, many local governments may adopt more stringent third party (USGBC or Build-it-Green) standards – state-level mandates simply set a baseline minimum.
- Green Building ordinances can help to reduce operating expenses by promoting decreased energy and water usage in municipal buildings, improving economic and environmental health and generally setting a good example for development in your community.
- Many local governments have passed ordinances that require new construction of municipal buildings to be certified under the U.S. Green Building Council's (USGBC) "LEED™ for New Construction" (LEED-NC) rating system. Cities and counties are also passing resolutions to mandate that community level projects meet this same standard.
- In addition to setting ordinances, cities generally rely on the recommendations of a Green Building Task Force as a first step toward setting green building policies.



- A city's buildings typically account for one tenth of one percent of its energy and green house gas emissions. To accomplish real emission reduction, targets will require significant outreach to the city's stakeholders – residents and business owners.

## Low Carbon Diet Campaign

- The City of Davis offers a workbook to assist households with measuring green house gas emissions and developing individual action plans to reduce emissions. Since the residential sector contributes approximately 23% of city-wide green house gas emissions, the low-carbon diet challenge represents an opportunity to reduce green house gas emissions.

## Improve Public Transportation Infrastructure

- At a minimum, local governments should make public transit information easily available, understandable and translated into multiple languages.
- Cities and transit agencies can expand and develop the infrastructure needed for new public transportation systems such as light rail, bus rapid transit, vanpools, carpools and regional rail networks to reduce transportation-related green house gas emissions.



# Public Engagement

## **Create Bicycle and Pedestrian Friendly Travel Routes**

- By creating pedestrian and biker friendly travel routes, local governments often decrease the number of vehicles on the road, leading to less congestion, air pollution and green house gas emissions. “Rails to trails” programs that convert old railways into pathways are one option to develop bicycle and pedestrian friendly infrastructure.

## **Go Green**

- Encourage residents to plant strategically placed shade trees, which not only beautify the community, but also can significantly reduce air conditioning bills and the urban heat island effect.

## **Tax Credits for Energy Conservation**

- Promote awareness and support implementation of the extensive federal and state tax credits for installation by residents and businesses of energy conservation and renewable energy technology.

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# Making the Pitch: How to be an effective City Advocate

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## How can I influence decisions?

- Appreciate the “rules” – it is their house, learn to play by their rules.
- Understand what decisions are going to be made and whether you are involved or not.
- Recognize the tools at your disposal.
- Acknowledge the power of coalitions.

# Appreciating the rules

Two basic tenets: **Relationships & Respect**

- **Relationships**

- ✓ Establishing
- ✓ Developing
- ✓ Maintaining

- **Respect**

- ✓ Decision-makers and staff

# Establishing relationships

- Schedule a meeting
  - Write a letter requesting the meeting
  - Be specific about the purpose
  - Follow-up request with a phone call
- Manage internal expectations
  - Arrive on time, dress appropriately
  - Prepare for interruptions and early exits
  - Practice “bottom line” arguments

## Maintaining relationships

- Follow-up meeting with a thank you letter
- Offer yourself as a resource
- Forward pertinent articles
  - Especially if report on affect in the district
- Send holiday greetings
- If there is a vote, follow-up regardless of decision-maker's position

## Respect – decision-makers and staff

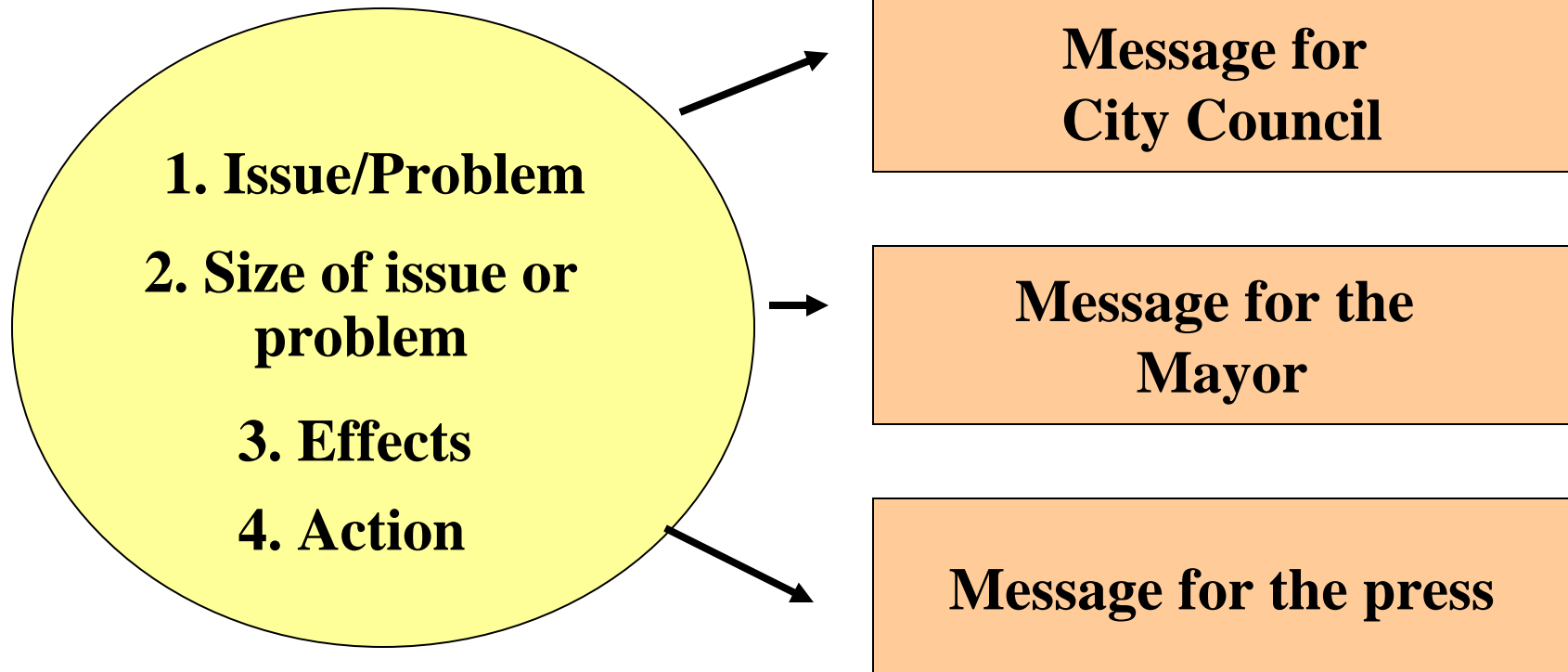
- Successful advocacy is all about respect
  - Respect the legislators and their staff
  - Respect the opposition
  - Respect the truth
- Credibility is your only currency
  - Once lost, it is virtually impossible to re-establish

# Advocacy Tools

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# Advocacy message



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# Grassroots advocacy

To effectively lobby any policy-maker, advocates must appeal to them through the following:

1. Educate themselves on the issue.
  - A. What caused the situation?
  - B. What is the *ask* to fix the problem?
2. Contact the decision-makers.
  - A. Are they aware of it?
  - B. If so, what is their position?
3. Follow-up with contacts on how the situation affects daily business and lifestyle in the legislator's district.

## What is the “ask”?

- Unified message of what lawmakers should do to address issue.
- Juicing Orange County’s asks:
  - Fill out the questionnaire
  - Enact climate aware policies
    - Smart purchasing program
    - Change light bulbs in city buildings to CFL and LED

## Who do I contact?

- Who are your city's decision makers?
  - Mayor
  - City Council
  - Comptroller/Treasurer

## How do I show them?

- **Story-telling is great!** What have other cities done? Especially in Orange County? What are local businesses doing?
  - Check out Irvine's efforts.
- **Site visits at local buildings.** There are a number of businesses that have built green buildings, have onsite energy, engaged employee program, etc. Have the decision-makers take a tour and meet with local business people who have taken this initiative on themselves.



## Group Work

- Lets show you what we envision for an in-person meeting.
- Now you try!

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## Follow-up For Success

- Send a thank you letter.
- Enclose recent articles from newspapers about global warming and what cities and citizens are doing.
  - Recent example: Friday, June 5 article in New York Times about Vermont farm feeding flaxseed instead of corn to cows to decrease methane emissions.
- Don't just do outreach once. Send something once a month.

# Setting YOUR Plan

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# Getting Ready

- Research Your City
  - What have they done already?
  - Who are the key decision-makers?

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## Group Work

- In small groups, go ahead and use the template and begin thinking about your plan.
- Then share your work with your group members.
- We will quickly ask for a report at the end of the exercise!

# Tips of the Trade

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## Accomplish What You Can

- You don't need to save the world today or tomorrow.
- Set reasonable goals for 2009:
  - Sign U.S. Mayor's Agreement or pass a like-minded resolution
  - Change light bulbs in city buildings
  - Install automated system to turn off electronics when not in use for city buildings and equipment
  - Pass a no-idling policy for city vehicles

# Its Taking Too Long

## Did You Know?

- In Washington, DC it takes on average seven years to pass legislation on a particular subject.
- And millions of dollars.
- And coordinated lobbying efforts by numerous non-profits, businesses and agencies.

You can make change, just be aware that it takes time and money.

## What Is My “Money”?

- You don't have to give millions of dollars to get action. Instead:
  - **Public civic recognition** of action is great publicity. Remember – lawmakers have to get re-elected.
  - **Knowledge and resources.** This campaign offers great education materials for lawmakers from a trusted source.
  - **Ongoing support.** This shouldn't be your only interaction with decision-makers. Keep it up and make your political capital.

## Writing a message: to fax or email

- Due to the recent terrorist acts of mailing toxins through the US Postal Service, all snail mail is being thoroughly inspected and irradiated to eliminate any chance for exposure. The consequence of this heightened security is that mail is taking 1 - 2 months to reach Washington, DC offices of federal lawmakers. City offices have taken their own steps. **Take away:** mail is delayed.
- Faxed messages result in a piece of paper that someone has to take out of the machine and do something with. While it may end up in the trash, it still has to be noticed by a staffer. **Tricks of the trade:** fax numbers are often jammed during the middle part of the week. Try faxing late at night or on the weekends. **Of note:** some offices do turn off their fax machines after hours to save energy!
- A growing number of local lawmakers use an email processing system that categorizes messages. This system allows offices to monitor email activity on certain topics. The problem? These topics are highly limited. The email system also acts as a crutch for staff members who do not read individual messages. **Take away:** follow up your email with a call or meeting to ensure that your voice is heard.

## Register to vote

- Very few citizens are aware how important voting is. While we will not go as far to assert that non-voters that bring their problems to lawmakers are not seen...their concerns are definitely put on the back burner.
- A number of offices at the state, local and federal level use systems to track constituent mail that identifies individuals that are registered to vote in their districts.
- *Our message is simple - if you have not registered to vote, your voice will not be as strong to push for change. **SO REGISTER!***

## Political giving in today's climate

- The growth of political action committees, lobbying firms and fundraisers highlights the fact that citizens are fighting with special interests for the attention of lawmakers at all levels of government.
- It is time that the average voter take part in these activities and show up at fundraising and party events.
- We suggest that advocates and businesses should consider to attend events.
  - There are low dollar events (less than \$50), so stay tuned to fundraisers being hosted by your officials.
  - Remember - the more face time you get with an official, the more likely it is that your issue(s) will be reviewed and possibly addressed.

Questions?

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# Who To Contact

## Primary Contacts:

Chuck Buck, Co-Chair, Orange County Global Warming Subcommittee  
(949) 661-9505  
cbuck@exchange.fullerton.edu

Paul Carlton, Co-Chair, Orange County Global Warming Subcommittee  
(714) 773-1190  
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## Questionnaire Contacts:

Jennifer Searfoss, Juicing Orange County  
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