

## Global Warming Commission Communication and Outreach Committee Proposal for Outreach and Communication Activities

### Vision and Goals

The Oregon Global Warming Commission (Commission) builds on a long history of collaborative engagement with leaders from all sectors and plays a unique and vital role in Oregon's efforts to move forward with effective policies and programs related to climate change. As set by the legislature in 2007 the primary responsibilities of the Commission are to assess our progress, recommend policies and programs and engage Oregonian's at multiple levels as we move forward in achieving our green house gas reduction goals – 10% below 1990 levels by 2020 and at least 75% below 1990 levels by 2050.

The Commission's vision is that diverse industries, businesses, government agencies and other institutions are persuaded to make significant adjustments in their daily activities and planning in order to meet and exceed these goals.

To achieve this a well-informed and engaged citizenry and leadership is needed. This will require an authoritative place where clear, consistent, and accurate information is available and collaborative communication tools are used to foster robust conversations with the public sector, private companies, academia, households and other institutions.

The Global Warming Commission outreach and communications strategy has the following goals:

- *A Robust Public Engagement Campaign:* Ensure that Oregonians have a sound understanding of the causes, consequences and solutions to global warming by developing a state-wide, public engagement campaign that fosters multi-directional dialogue and information sharing.
- *Policy and Legislative Education:* Develop credible climate-literacy among key industries and their representatives, local governments, households and other institutions to allow for informed policy debates in the legislative process.
- *Access to a Climate Toolbox:* Encourage and enable Oregonians to adopt climate-friendly behaviors by developing education, resources, and tools around mitigation and preparation for residents, businesses, schools, organizations and local governments.
- *Track and Report:* Issue a biennial report to the legislature tracking progress towards our global warming goals statewide as mandated with the requirements laid out in the Global Warming Commissions statutory charge.

### Introduction

The 2007 session of the Oregon State Legislature passed, and the Governor signed into law, H.B. 3543 which created the Oregon Global Warming Commission. Section 11 of

H.B. 3542 states “The Oregon Global Warming Commission shall develop an outreach strategy to educate Oregonians about the scientific aspects and economic impacts of global warming and to inform Oregonians of ways to reduce greenhouse gas emissions and ways to prepare for the effects of global warming. The commission, at a minimum, shall work with state and local governments, the State Department of Energy, the Department of Education, the State Board of Higher Education and businesses to implement the outreach strategy.” The bill further states in Section 14 that “The Oregon Global Warming Commission shall submit a report to the Legislative Assembly, in the manner provided by ORS 192.245, by March 31 of each odd-numbered year that describes Oregon’s progress toward achievement of the greenhouse gas emissions reduction goals established by section 2 of this 2007 Act. The report may include relevant issues and trends of significance, including trends of greenhouse gas emissions, emerging public policy and technological advances. The report may also discuss measures the state may adopt to mitigate the impacts of global warming on the environment, the economy and the residents of the Oregon and to prepare for those impacts.”

In summary, the Act directs the Commission to enable Oregonians to engage each other in a statewide conversation on what global warming means to the state, including how we can act individually and collectively to mitigate some of the predicted effects, and to adapt to inevitable changes in our lives and environment. That conversation will be facilitated by cooperating with and relying on the resources of the Departments of Education, Energy, Environmental Quality and others. However, we must also develop a platform for an open exchange of data, ideas and opinions with citizens throughout the state. That platform should present a portal to a full spectrum of scientific data on the causes, impacts and implications of global climate change. It must also answer the “What can I/we do?” question by providing a range of tools to engage the population of the state in a productive response to global warming.

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| <b>Proposal</b> |
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The Global Warming Commission proposes to contract with the Oregon University System (Portland State University and University of Oregon) to staff the Outreach and Education committee and coordinate a long term statewide public engagement process.

The initial short-term focus would be on opinion leaders in the business, government, civic and media sectors that are likely to be influential on climate-related issues in the 2009 state legislative session and in their local communities and organizations. Long term focus will be on dramatically increasing climate literacy and capabilities statewide so that within two years the vast majority of community leaders from the public, private, non-profit, academic and community organizations understand the science, economics, behavioral, policy and implementation options available to 'RPEG' (Reduce emissions; Prepare for climate change; Educate adults and youth; and Grow low carbon businesses and jobs).

**Primary Activities and Products:**

- **Design, fund, establish and maintain an Oregon Global Warming Commission Web Portal:** This web portal would provide Oregon relevant climate science, policy and program information along with interactive features to support interactive dialogues between Oregonians and climate scientists and policy makers (blogs, FAQs, social networking presence, net meetings/presentations, list serves and etc.)
- **Draft and deliver to the legislature the first Global Warming Commission biennial report:** The report would in brief include a recapitulation of the state of climate science and global activity, a recounting of Oregon’s activities to date (including the Legislature establishing the OGWC), activities of the OGWC including comments and recommendations on proposals to the 2009 legislature, and anticipated future State and OGWC climate agendas.
- **Develop a comprehensive outreach/communication strategy** that links up and coordinates with key stakeholder groups (especially local outreach efforts) with effective framing and messaging, relevant information and tools. Develop outreach metrics and tracking related to the goals of the Global Warming Commission to allow for efficiency, accountability and flexibility. The comprehensive strategy would have three component areas (with examples of the types of activities that could be included in each):

**Access to Information:**

- Complete the interactive web portal; populate it with designed elements that may include: OUS Information Posting/Q&A; access to Climate Institute and related Oregon-specific papers and data; and links to other credible regional, national and global climate sites. Some of these are development projects in their own right, independent of a presence on the OGWC web site, and may have their own target audiences and communications/delivery channels.
- “Stories” section (Oregonians responding to mitigation/adaptation challenges).
- Modified flood/fire/slide “plain” maps.
- Actions/decisions and records of the OGWC.
- Opportunities for Oregonians to engage with the OGWC and with other State and private entities working on climate issues.
- Coordinated approach with local outreach efforts to support consistency and efficiency.

**Access to Tools and Resources**

- Access for schools to OGWC or other curricula on climate issues/responses.
- Access for local governments, businesses and others to energy efficiency, transportation, land use etc. “best practices” manuals (and possibly other more sophisticated tools such as transportation/land use models and consultation assistance).
- Energy efficiency guidance and access to consumer choice data (to ETO? To extension agent services? To utility services?).
- Public Health information, notifications and access to training for public health officials and other medical/caregiver personnel.

- Technical/science, policy and collaborative process tools developed by other parties (e.g., Climate Masters; National Policy Consensus Center/Oregon Solutions, NW Earth Institute classes; watershed best practices and support systems/resources)

**Other Activities**

- Develop a Network of Communicators, to connect with "key stakeholders" and decision-makers
- Surveys and Focus Groups: The OGWC may also undertake its own information initiatives such as surveys, focus groups and polling to help guide framing and messaging
- Media outreach/training
- Extensions Services: the OGWC may collaborate with existing extension services to offer access to climate information and access to tools and services.

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| <b>Measures of Success</b> |
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| <b>Metric</b>  | <b>Success</b> |
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| Open source use – partners (cities, counties, businesses and etc.) link to, use information, toolbox, similar messaging and etc.<br><br>open source use - organizations integrating GWC information, tools and etc. into their efforts   |                |
| Number of businesses and organizations actively supporting GWC recommendations   |                |
| Website (portal) visits  |                |
| Earned media   |                |
| Biennial report completed and transmitted to legislature   |                |
| Report recommendations referenced and used by others   |                |
| Through surveys: Number of businesses that formally integrate climate protection and preparation into core business planning, strategies and practices   |                |
| Through surveys: Number of state and local government agencies that formally integrate climate protection and preparation into core planning, strategies and practices.  |                |
| Through surveys: Number of non-profit organizations, including hospitals and health providers, watershed councils, and others that formally integrate climate protection and preparation into core planning, strategies and practices  |                |
| Through micro analysis of existing polling/information with fall 2008 (or earlier date) being the baseline:<br>Establish where Oregonians stand on their level of understanding of, concern about, and support for individual, organizational and political action to resolve climate change.<br><br>Through Annual Survey and Reviews of Polling:<br>Assessments of the shifts that occurred annually in each of the categories listed above. |                |

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| <b>Timeline</b> |
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| July, 2008            | Draft vision and workplan  |
| August, 2008          | Final vision and workplan  |
| September, 2008       | Meetings with potential funders, collaborators, pro bono contributors                                      |
| October, 2008         | Funding secured  |
| October, 2008         | Hire OGWC Outreach and Communications Manager  |
| November, 2008        | Contract for web development; domain name secured  |
| December, 2008        | OGWC Biennial report to legislature drafted  |
| December, 2008        | Initial mock up of OGWC web portal/site developed and  |
| January, 2009         | Final OGWC Biennial report   |
| January, 2009         | OGWC Web Portal up and running   |
| January – March, 2009 | Outreach Toolkit: information packets, briefing papers, presentations and other outreach materials created |
| January – March, 2009 | Continue populating/expanding web portal   |
| June – December, 2009 | Development and implementation of comprehensive outreach/communication strategy                            |

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| <b>Costs</b> |
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| 1 FTE for two years                          | \$100k annually        |
| <u>Materials, website and other services</u> | <u>\$100k annually</u> |
| Total funding year 1                         | \$200k                 |

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| <b>Potential Funding Resources and Collaboration</b> |
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- Foundations – Meyer, Bullit. Others,
- Legislature
- Business Associations
- Professional services – pro bono
- Government grants/contracts