

A. Educate Oregonians on the scientific, policy, and economic aspects of climate change so they understand the causes, impacts and solutions to global warming.

Audience	Product/Activity	Timeline	Lead	Resources Needed
Organizations & institutions conducting global warming outreach activities in Oregon	<p>1. Convene a series of meetings with groups in Oregon conducting global warming activities to:</p> <ul style="list-style-type: none"> a. conduct a survey to document all education and outreach activities in the state relative to climate change mitigation, preparation and adaptation, including audiences targeted; b. conduct a gap analysis to identify areas where additional outreach resources and efforts are needed as well as areas of overlap c. establish and strengthen partnerships with other organizations to collaborate and coordinate statewide global warming outreach efforts and messaging; define the elements of a long-term campaign 	<ul style="list-style-type: none"> a. April 2009 b. May 2009 c. 2009 	<p>a. and b. Kat West to hire an intern to identify list of core organizations to convene and prepare materials/packet to be distributed in advance of the meeting. Kat to work with intern to develop draft survey and draft gap analysis; identify extended group of participants and funders for second meeting (item c).</p> <p>c. Bill Bradbury/Suzanne Veaudry-Casaus/Kat West to convene first meeting with core organizations and second meeting with larger group of stakeholders and organizations.</p>	<p>Short term (within next 3 months) - Intern</p> <p>Long term (6 months to 1 year) - .25 FTE staff person to draft outreach campaign document and work, on an ongoing basis, with organizations to implement the plan and track progress.</p>
K-12 Teachers and Students	<p>2. Conduct a series of scoping meetings with university teacher education programs, Oregon Department of Education, Oregon Chapter National Science Teachers Association Oregon Natural Resources Program (OSU), Environmental Education Association of Oregon and others to identify global warming resources available to K-12</p>	April to October 2009	Kathy Shinn	Staff time TBD

Audience	Product/Activity	Timeline	Lead	Resources Needed
	teachers and identify materials/curricula that need to be developed, including Oregon-specific.			
Legislators, Governor, , and agency leaders	3. Provide a report to the Legislature during each Legislative session that describes Oregon's progress toward achievement of greenhouse gas emissions reduction goals, relevant issues and trends, policy recommendations for mitigation, preparation and adaption, technological advances and examples profiling successful efforts..	January 2011	Angus Duncan, Bill Drumheller, Kathy Shinn	ODOE provides staff, graphic design and printing costs.
General public	4. Fundraise \$200,000 to 300,000 (correct amount?) to contribute to the production of an Oregon Public Broadcasting documentary on global warming in Oregon and/or regionally	2009-2010	TBD	\$10,000-\$12,000 to hire a fundraiser to identify funding/sponsors
General public	5. Create and manage a global warming speaker's bureau. Provide consistent messaging about Oregon's goals and achievements relative to climate change and greenhouse gas emissions. Elements of the speaker's bureau:: a. Identify 5 Global Warming Commission members to be active participants in speaker's bureau b. Ask each Global Warming Commission Committee to develop 2 key talking points reflecting critical issues for their Committee. c. Develop a speaker's bureau packet, including talking points, guidance on introducing themselves	a. April 2009 b. April 2009 c. July 2009	a. Bill Bradbury and Angus Duncan b. David Brauer-Rieke c. Kathy Shinn, Kira Higgs, Bob Doppelt and others TBD	Short term (no resources needed) Long term (within 6 months) - .33 FTE staff person to "manage" speaker's bureau (ensure materials are up-to-date, coordinate speaking engagements, and document achievements)

Audience	Product/Activity	Timeline	Lead	Resources Needed
	<p>as Commission members when testifying or presenting information, encouraging Commissioners to visit the press room at the Capitol after testifying, etc.</p> <p>d. Identify potential speaking engagement opportunities</p> <p>e. Track all global warming speaking engagements</p> <p>f. Update Commission member biographies on their respective web pages to include their involvement with OGWC.</p> <p>g. Write and distribute press releases</p> <p>h. Include Global Warming Commission updates as part of other organization meetings (e.g., Healthy Climate Partnership)</p> <p>i. Provide post-legislative updates to highlight results and focus on what's needed, next steps</p>	<p>d. After legislative session</p> <p>e. Ongoing</p> <p>f. May</p> <p>g. TBD</p> <p>h. Ongoing</p> <p>i. Post-session</p>	<p>d. TBD</p> <p>e. TBD</p> <p>f. Kathy Shinn</p> <p>g. TBD</p> <p>h. Commission members that serve on other organizations' boards/committees</p> <p>i. Commission members</p>	
General public	6. Meet with editorial boards throughout Oregon to discuss key messages relative to global warming	Ongoing	a. Angus Duncan, David Brauer-Rieke and other designated spokespeople from the OGWC	
General public	7. Convene a meeting with the Oregon Climate Change Research Institute (OSU), Institute for Natural Resources (OSU) and the OGWC Outreach & Education Committee to discuss shared goals and make scientific information on global warming available to the general public	August 2009	Commission member(s) TBD, Martin Tull, Peter Murchie, Bill Drumheller	

Audience	Product/Activity	Timeline	Lead	Resources Needed
General public	<p>8. Continue to (a) enhance the Oregon Department of Energy website relative to global warming information postings and (b) develop and launch a Global Warming Commission website. Serve as a clearinghouse for global warming information once the website launches</p>	<p>a. Ongoing</p> <p>b. Fall of 2009</p>	<p>a. Bill Drumheller, Kathy Shinn</p> <p>b. Martin Tull Institute for Natural Resources (OSU) is project manager for initial stages. May move to 3rd party.</p> <p>Content from Communications/Outreach Committee and other sources.</p> <p>Leads identified above coordinate on content/links between ODOE portal and OGWC site.</p>	<p>Long term (within 6 months) - 0.5 FTE staff person to assist with website management</p> <p>Use \$25,000 Bullitt Foundation grant for some initial development.</p>
General public/communities	<p>9. Promote global warming innovations, successes, economic benefits and progress regionally and in Oregon communities through story collection, presentations, publications, and other forms of outreach - use convening sessions (A1) to formulate ideas</p>	Ongoing	TBD	<p>Long term (within the next 6 months) - .25 FTE to identify stories, write, provide talking points, etc.</p>

B. Promote informed policy debates on legislative and regulatory processes at the state, regional and local levels.

Audience	Product/Activity	Timeline	Lead	Resources Needed
State opinion leaders, policy makers, and Oregon communities	<p>1. Engage in “Circuit Rides” with various agency commissioners and board members during targeted windows of time:</p> <ul style="list-style-type: none"> a. After the legislative session to present an overview of legislative results and issues b. Before and between legislative sessions to promote successes in implementing global warming initiatives throughout Oregon. 	<ul style="list-style-type: none"> a. July - September 2009 b. 2010 	a. Person (TBD) to coordinate information and “Circuit Rides” and Commission members to meet with agency commissioners and board members	Staff person - .10 FTE
General public	2. In partnership with other organizations, host an event after each major election and prior to each legislative session that features speakers/updates on global warming	Late 2010	TBD	

C. Serve as a catalyst and convener for coalition-building among local governments, foundations, NGOs and other interested stakeholders to support mitigation, adaptation and educational efforts.

Audience	Product/Activity	Timeline	Lead	Resources Needed
Private sector, government, and the general public	1. Co-convene a series of community engagements led by Commissioners to accelerate implementation of climate change strategies. [SEVERAL PEOPLE ASKED FOR MORE DETAIL HERE - WAITING FOR PETER TO RESPOND]	Late-spring 2009	TBD	\$30,000- \$40,000; \$15,000 commitment from Oregon Solutions Staff person - 0.33 FTE
State leaders/opinion makers/policy makers	2. Seek opportunities to partner with other organizations to host climate change events that bring attention to the importance of reducing greenhouse gas emissions and promoting ongoing efforts throughout Oregon.	Fall 2009	Martin Toll and Heidi Rahn (Alliant Energy)	Staff person - 0.25 FTE

D. Foster creative solutions and provide tools and strategies for mitigation, preparation and adaptation.

Audience	Product/Activity	Timeline	Lead	Resources Needed
Members of League of Cities and Association of Oregon Counties	Host events with the League of Cities and Association of Oregon Counties annual conferences to share advances, resources, new legislation, and successes of local governments in mitigation, preparation and adaptation efforts to achieve state global warming goals.	a. Fall 2009	a. Kat West to coordinate presentation at AOC conference in the fall of 2009 b. Bill Bradbury to make presentation at AOC conference.	
Various audiences	Identify and incorporate the communication needs of OGWC Committees and integrate them into the Outreach Plan.	Spring-Summer 2009	TBD	

E. Track and report progress on scientific and policy issues, Oregon’s progress toward its GHG reduction goals, and tangible results of outreach and education.

Audience	Product/Activity	Timeline	Lead	Resources Needed
<p>Commission, Committees</p> <p>Commission, Committees</p> <p>Legislature, Governor’s office, agencies, stakeholders, general public</p>	<p>Record the outreach efforts of individual Commission members to track the comprehensive effort underway to inform legislators, state agency leaders, opinion leaders, and the general public about global warming issues. Results to serve the following purposes:</p> <p>1) Internal communication tool to convey outreach activities and provide feedback on areas of support, questions, and issues/concerns from audiences.</p> <p>2) Evaluation tool to aid in internal planning and to focus current and future outreach efforts.</p> <p>3) External communication and reporting tool for biennial report to Legislature and other communication vehicles.</p>	<p>GWC Meetings</p>	<p>Angus Duncan circulates form capturing recent presentations and other outreach efforts by Commissioners. Collect during meeting for recording. Include brief verbal updates from Commissioners as part of each GWC meeting agenda</p> <p>Suzanne Veaudry-Casaus tracks Bill Bradbury presentation.</p> <p>Potential for Martin Tull to set up reporting form on Google.doc</p> <p>Person (TBD) to consolidate and maintain report on activities.</p>	<p>Staff person - .05 FTE</p>
<p>Legislators, state leaders, and the general public</p>	<p>Provide a summary of Oregon’s progress in achieving greenhouse gas emissions and other global warming-related goals to ensure comprehensive strategies are in place. Include a summary analysis in the biennial report to the Legislature.</p>	<p>January 2011</p>	<p>Bill Drumheller</p>	<p>Staff person - 0.10 FTE</p>