

## **Alameda County & Cities Climate Collaboration Public Outreach Work Group**

**Thursday, March 12, 2009** 9:30 - 11:30 a.m.  
1000 San Leandro Blvd., Room 220 San Leandro

### **Attendees:**

Sally Barros, City of San Leandro  
Crystal DeCastro, City of Livermore  
Pam Evans, County of Alameda  
Tira McDonald, PG&E

Lori Marra, City of Fremont  
Joni Patillo, City of Dublin  
Emily Sadigh, County of Alameda  
Laura Speare, County of Alameda

### **Key Outcomes and Action Items:**

The group proposed that:

#### *Role and Structure*

- The role of the public outreach group be to facilitate outreach countywide and help ensure a consistent message as opposed to developing marketing plans and outreach
- We make an update to the Executive Committee that emphasizes the need for an Executive Chair
- Someone from each city be involved in the Outreach Work group

#### *Approach*

- One of the goals of group would be to help avoid duplication of effort among the agencies and with other organizations
- We arrange to be added to the agendas of all the other workgroups next meetings in order to encourage those groups to consider outreach early on in their planning and to get their ideas for what types of outreach are needed
- We involve the Public Information Officers from the individual cities and organize a meeting/conference call with them to get their perspective and foster collaboration
- We leverage existing resources, such as PG&E resources, whenever possible

#### *Next Actions*

- We further investigate the idea of a countywide web site including: discussing where the resources would come from to develop and maintain the site and soliciting ideas/feedback from the public information officers.
- We allow time on future Public Outreach Work group agendas for resource sharing
- The group help identify funding for outreach efforts, including potential stimulus funding
- We take the specific action items listed below

## Action Items

Action Item
Compile list of city Public Information Officers (PIOs) and send to Laura
Schedule meeting/teleconference with city PIOs re: climate action public outreach (with Outreach Work group participation)
Contact Abby Young with BAAQMD to discuss regional sponsor role
Develop list of existing PG&E resources to leverage
Create google doc template of outreach resources to leverage
Spend 5-10 minutes adding to google doc
Send out Summary of Work group outcomes, Energy Efficiency handout, & ICLEI Earth Day Climate Conversations link
Prepare update to Executive Committee/Champions including need for chair and need for high-level support for climate action and collaboration & question about water work group
Add Outreach to next Energy Efficiency work group meeting agenda to identify needs (including web needs) and existing efforts and seek input on Public Outreach work group's role
Add Outreach to transportation agenda/brief colleague
Add Outreach to Land Use agenda
Add Outreach to Waste Mgmt. agenda
Schedule next work group meeting
Post summary of work group meeting (this document) to <a href="http://www.acclimateaction.org">www.acclimateaction.org</a>
Collect questions that public asks re: climate action (including at Earth Day events)
Send out description of proposed "one-stop-shop" web site and questions
Solicit input on web site proposal from city web and public information staff

### Parking lot/future items:

- Establish listserv or equivalent for updates on countywide collaboration
- Invite all cities to attend meetings
- Investigate funding sources for outreach
- Identify outreach resources at state level
- Establish task force for web site that includes city web masters & content managers
- Consider creating a Facebook site
- Develop template meeting agenda