

Santa Barbara Climate Outreach Plan

Client: City of Santa Barbara

Team: Geoffrey Cook, Tess Hooper, Yirui Zhang



An aerial photograph of Santa Barbara County, California, showing a dense residential area with many houses and palm trees. In the foreground, a large, light-colored building with a red-tiled roof and a circular tower is visible. The background shows a hilly landscape with more houses and a clear blue sky. The text is overlaid on the image.

Santa Barbara County:

+2.3°C

**One of the Fastest Warming Counties in
the Lower 48 States.**

- NOAA

THERE
GO VEGAN IS NO
PLANET B





WHAT IS A CLIMATE ACTION PLAN?



A detailed and strategic framework for reducing greenhouse gas emissions



Used by cities and municipalities in their decision-making process



Include existing emissions and set target emission goals and strategic actions



THE CITY OF SANTA BARBARA 2012 CLIMATE ACTION PLAN

“Reduce the rate of **carbon emissions** generated within the Santa Barbara community”

- 2012 Climate Action Plan



CITY OF SANTA BARBARA CLIMATE ACTION PLAN UPDATES



Understand the challenges and concerns of stakeholders in key sectors.



Collaborate with industry professionals, community organizations, and community representatives to inform the City's plan development.



Engage with the community to develop greater ownership over climate action goals and strategies.



OUR CAPSTONE DELIVERABLES



**Stakeholder
Outreach Plan**



**Themed Stakeholder
Workshop Plans**



**Climate Ambassador
Program**



STAKEHOLDER OUTREACH PLAN

Developed 5 Unique Themes:

1. Energy
2. Transportation
3. Education
4. Urban Development
5. Water/Waste

Identified Relevant Organizations:

56

Identified Relevant Stakeholders:

88



STAKEHOLDER OUTREACH PLAN



Community
Environmental
Council





THEMED STAKEHOLDER WORKSHOPS

Engage with stakeholders in each sector to understand key barriers, challenges, and strategies for addressing greenhouse gas emissions



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WORKSHOP 1.0

Identify the gaps in the current climate approach in the City

Discuss the major climate concerns of stakeholders in each sector



THEMED STAKEHOLDER WORKSHOPS

Engage with stakeholders in each sector to understand key barriers, challenges, and strategies for addressing greenhouse gas emissions

WORKSHOP 1.0

Identify the gaps in the current climate approach in the City

Discuss the major climate concerns of stakeholders in each sector

WORKSHOP 2.0

Identify strategies for incorporating stakeholder feedback

Provide a platform for engagement between stakeholders

SAMPLE WORKSHOP 1.0 INFORMATIONAL BRIEF

THE CITY OF SANTA BARBARA

Climate Action Plan Education Workshop 1.0



INTRODUCTION

Since 1970, Santa Barbara has been at the forefront in environmental activism, innovative policies, and progressive climate action. The City's first Climate Action Plan (CAP) established in 2012 provided the framework to reach the City's previous goal of reducing greenhouse gas emissions to 1990 levels by 2020. Santa Barbara reached this goal, and now is looking to establish another aggressive reduction target. The City is working on a new Climate Action Plan to outline an actionable roadmap to achieve this new target. It will include innovative policies, latest research, and climate action strategies. To ensure an inclusive and equitable roadmap, the City is collaborating with its greatest natural resource of all: **the community**.

Workshop Goals



Understand the challenges and concerns of stakeholders in key sectors.



Collaborate with industry professionals, community organizations, and community representatives to inform the City's plan development.



Engage with the community to develop greater ownership over climate action goals and strategies.

WORKSHOP AGENDA



Introductions: City and stakeholder introductions and opening remarks



Breakout Sessions: Small group sessions to engage in conversation around current challenges, barriers, and strategies for addressing greenhouse gas emissions within the Education sector



Share Findings: Regroup to discuss main findings from small group breakout sessions. Acknowledgements, conclusions, and defining next steps



BREAKOUT QUESTIONS

- 1 What are the key challenges or barriers for reducing greenhouse gas emissions within the education sector? What progress has been made or challenges faced when adopting 2012 CAP goals into education sector?
- 2 Which resource to you currently produce or consume the most of (e.g. waste, water, electricity, etc.)? Which facet do you think is the most challenging to address in your school or district?
- 3 How do you engage students and the community at large with sustainability practices? How can the City support the education sector in meeting the Climate Action Plan goals for the community?

ADDITIONAL INFORMATION

Santa Barbara schools and educators can play a significant role in reducing greenhouse gas emissions and supporting the City of Santa Barbara's Climate Action Plan. Through **educational programs and sustainable practices**, the education sector can make a difference.



Since the 2012 CAP, the education sector has made great strides in addressing climate change, including **energy and water efficiency measures, recycling and reducing waste, and incorporating green building development**.

These measures of success indicate that the education sector has a strong influence on the City's greenhouse gas emissions reductions. By working together, the City hopes to ensure that all stakeholder voices are heard in order to **build a stronger and more resilient community** in the face of climate change.

WORKSHOP DETAILS & CONTACT

Time & Date	TBD
Zoom Link	TBD
Email	noreply@santabarbaraca.gov
Phone	555-555-5555



1

What are the key challenges or barriers for reducing greenhouse gas emissions within the education sector? What progress has been made or challenges faced when adopting 2012 CAP goals into education sector?

2

Which resource to you currently produce or consume the most of (e.g. waste, water, electricity, etc.)? Which facet do you think is the most challenging to address in your school or district?

3

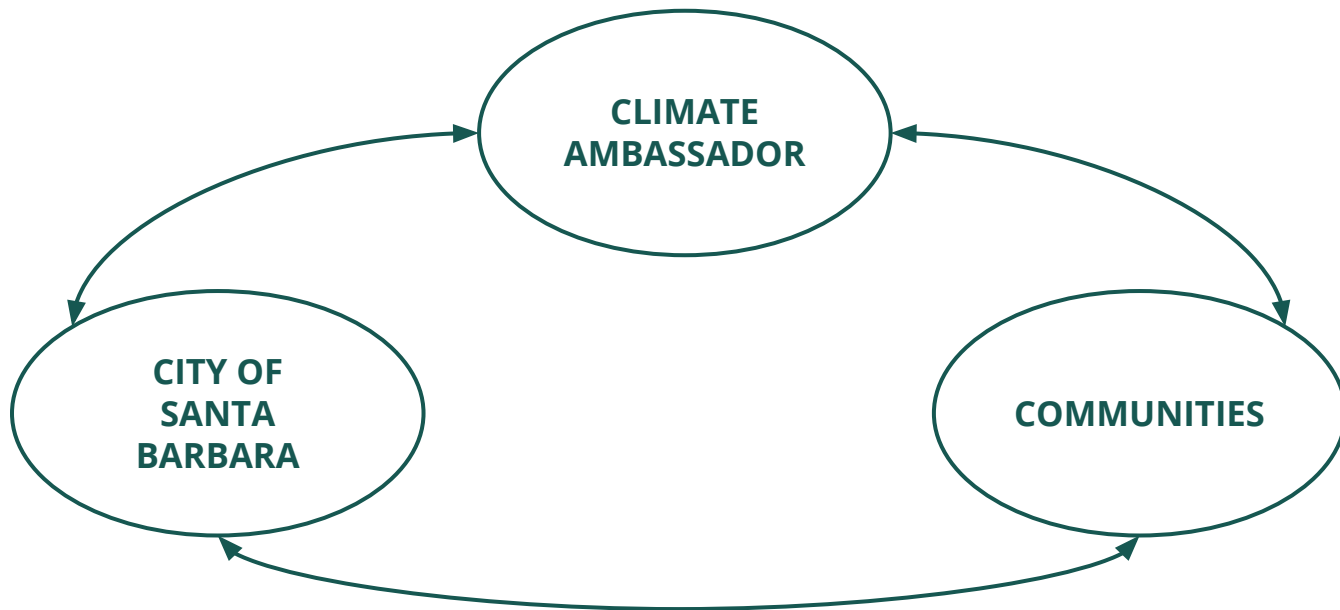
How do you engage students and the community at large with sustainability practices? How can the City support the education sector in meeting the Climate Action Plan goals for the community?

**SAMPLE WORD
CLOUD OF
STAKEHOLDER
FEEDBACK**





CLIMATE AMBASSADOR PROGRAM





CLIMATE AMBASSADOR PROGRAM

Biweekly check-in meeting

- Concerns
- Expectations
- Report outreach activities

**CLIMATE
AMBASSADOR**

Reach out to community groups

- Gather feedback on CAP
- Promote climate awareness
- Provide climate information

**CITY OF
SANTA
BARBARA**

COMMUNITIES



A scenic view of a coastline with waves crashing against a rocky shore. The foreground is dominated by a dense, green, and slightly out-of-focus shrubbery on a hillside. The ocean is a deep blue with white foam from the waves. The sky is a pale, hazy blue. The text "our people." is centered in the middle of the image in a white, sans-serif font.

our people.



ACKNOWLEDGEMENTS

Thank you to Dr. Lisa Leombruni, the Bren School of Environmental Science & Management and the Strategic Environmental Communication Program for their continued support and feedback.

Also, thank you to our clients, the City of Santa Barbara, Bri Winkler, Alelia Parenteau, and the Climate Action Plan working group for their collaboration.

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Questions?

