

# Communicating Energy Projects: *Getting the Buy-In of Your Community & Elected Officials*

Webcast

August 23, 2012

2:00-3:00PM



Local  
Government  
Commission

# Statewide Energy Efficiency Collaborative

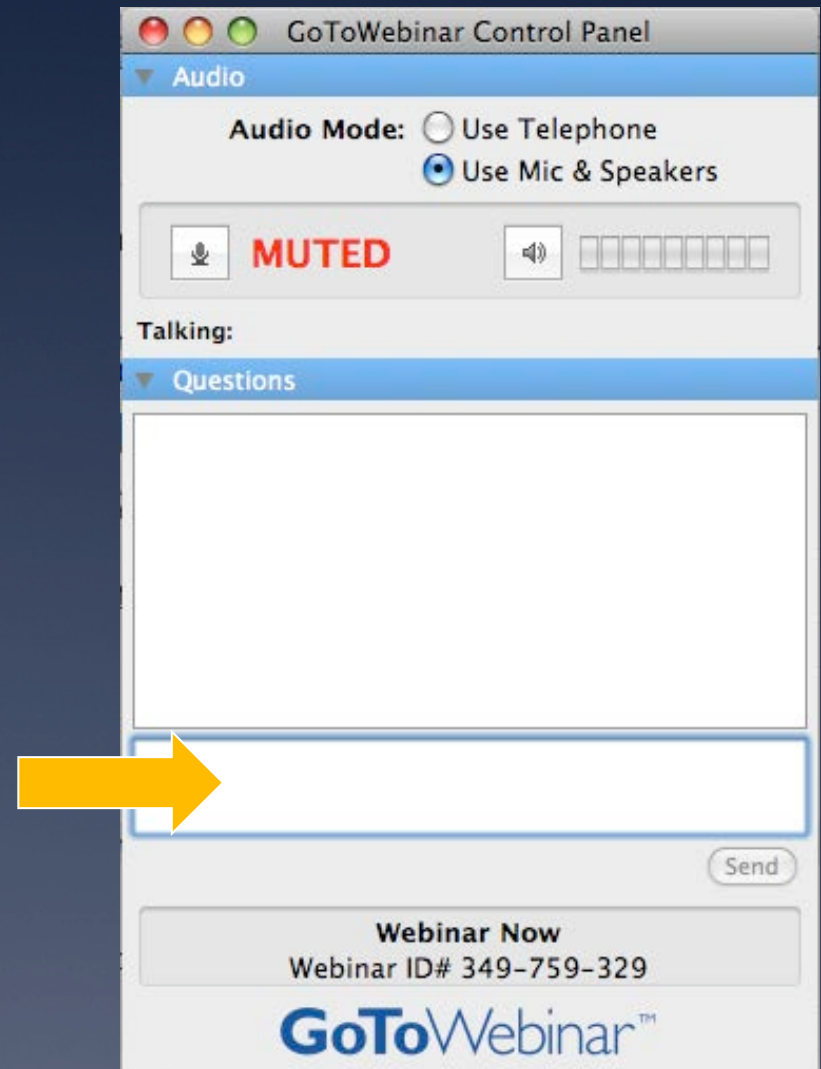
AN ALLIANCE TO SUPPORT LOCAL GOVERNMENT

- \* The Statewide Energy Efficiency Collaborative (SEEC) is a new alliance to help cities and counties reduce greenhouse gas emissions and save energy. SEEC is a collaboration between three statewide non-profit organizations and California's four Investor Owned Utilities.



# Webinar Logistics

Questions: At any point during the presentation, you can type your question into the question text box and click send. All questions will be read aloud and answered at the end of the presentations, as long as time permits.



# Webinar Resources

<http://lgc.org/SEEC/webinars.html>

SEEC • Webinars

## Statewide Energy Efficiency Collaborative

AN ALLIANCE TO SUPPORT LOCAL GOVERNMENT

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### WEBINARS

15 webinars will be offered over the next three years focused on helping local governments increase energy efficiency and reduce greenhouse gas emissions.

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### UPCOMING WEBINARS

**SEEC Webinar — Communicating Energy Projects: Getting the Buy-in of the Community and Your Elected Officials** [▶ More Info](#)

August 23, 2012 — Online

**SEEC Webinar — Building retrofits, Commissioning, and Retro-Commissioning** [Details Coming Soon](#)


October 18, 2012 — Online

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### PAST WEBINARS

#### SEEC

- About SEEC
- Webinars
- Energy Efficiency Forum
- 2012
- 2011
- 2010
- Partnership Meetings
- Energy Efficiency Stories





# Webinar Survey

When you log out of the webinar you will be asked to complete a survey, please take 5 minutes to provide us with input which will help us to improve our future webinars.



# PPIC Statewide Survey July 2012: Californians and the Environment

- Effects of global warming have already begun (60%)
- World's temperature probably has been going up over the past 100 years (78%)
- Global warming is a serious threat to the economy and quality of life in California's future (75%)
- It is necessary to take steps to counter the effects of global warming right away (73%)
- In favor of requiring an increase in energy efficiency for residential and commercial buildings and appliances (77%)
- In favor of encouraging local governments to change land use and transportation planning so that people could drive less (77%)

# Webinar Agenda

- 2:00 Webinar Logistics and Introduction  
Kate Meis, Local Government Commission
- 2:15 Responding to Contested Views and Values in Public Engagement Processes  
Terry Amsler, Institute for Local Government
- 2:30 Communicating the Benefits of Climate Change and Energy Efficiency Efforts  
Don Knapp, ICLEI: Local Governments for Sustainability
- 2:45 Building Support for a Community Sustainability Plan  
Councilmember Jon Harrison
- 3:00 Adjourn

# Communicating Energy Projects:

## *Getting the Buy-In of Your Community & Elected Officials*

### Today's Presenters:

Kate Meis, Local Government Commission, [kmeis@lgc.org](mailto:kmeis@lgc.org)

Terry Amsler, Institute for Local Government, [tamsler@ca-ilg.org](mailto:tamsler@ca-ilg.org)

Don Knapp, ICLEI: Local Governments for Sustainability, [don.knapp@iclei.org](mailto:don.knapp@iclei.org)

Councilmember Jon Harrison, City of Redlands, [citycouncil@cityofredlands.org](mailto:citycouncil@cityofredlands.org)

### Next Webcast:

October 18, 2012 • 2:00-3:00 PM  
Building Retrofits, Commissioning  
and Retro-Commissioning  
Details coming soon at:  
[www.lgc.org/SEEC/webinars.html](http://www.lgc.org/SEEC/webinars.html)



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