

Building Support for a Community Sustainability Plan

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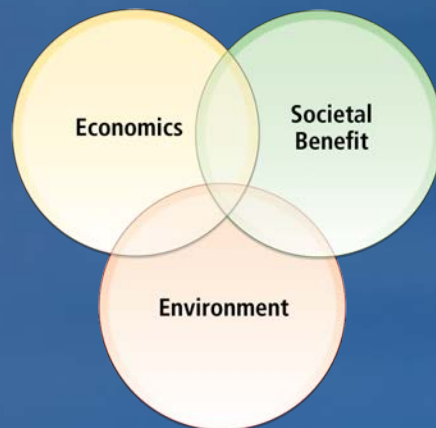
Local Government Commission
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Redlands Community Sustainability Plan

Based on Institute for Local Government Best Practices

A framework for coordinating sustainability on multiple fronts



Plan Contains:

- 45 Goals
- 169 Actions
- 30+ actions underway



Chronology of Redlands Sustainability Plan

Community volunteers leading the way

November 2008: Climate Action Plan Preparation Authorized

- Volunteer citizens committee knowledgeable in sustainability topics

January 2010: Initial draft released (change in council leadership)

- Opponents on council requested further citizen input
- Extensive outreach to community at market night and service clubs

June 2010: Further Public Input Complete

- Presented results of outreach and final draft
- Delayed call for adoption (did not have the votes)

March 2011: Adoption (Change in council leadership)

- Unanimous adoption
- City projects implemented throughout entire chronology

March 2012: Redlands Sustainability Network formed

- New citizen volunteer group emerged to promote plan and its actions

Building Support during Plan preparation

Local Action for local and global benefit

- Keep it **tangible to start**: projects v. measurement
- Ensure actions will have **positive economic effects**
- Keep participation in actions **voluntary**
- Emphasize **cost savings** resulting from City actions
- Take credit for **past sustainability actions** (i.e., sustainability has always made sense in our city)
- **Engage** community through awards program

Engaging Elected Officials

Know your elected officials priorities

- **Elected officials and staff:**

- Team of two
- If budget is the issue, emphasize cost savings not carbon reduction
- If jobs/business survival is the issue, emphasize operating cost savings
- Adapt approach to use the tools that fit the opportunities
- Elected official needs to be aware of staff time limitations

- **Elected Officials and Volunteers:**

- Take advantage of local expertise and enthusiasm
- Volunteers critical to building community support

Responding to Non-believers

ICLEI and APA materials provide a solid message for responding to Agenda 21 advocates

- **Detractor's (Agenda 21 groups; climate change deniers)**
 - too much government
 - Code words in documents
- **Effective responses – stay on YOUR message:**
 - Emphasize the plan is **local**
 - Emphasize the **savings** in city costs (and energy)
 - Point out **full spectrum** of sustainability projects
 - Emphasize **voluntary** nature of participation
 - The plan is recommended actions **not a mandate**
 - Enlist volunteer **citizen groups** to raise awareness
 - Point out external **funding sources** that can be leveraged

Thank you

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City of Redlands Green Initiative

<http://www.cityofredlands.org/green>

City of Redlands Community Sustainability Plan

<http://www.cityofredlands.org/sites/default/files/pdfs/qol/---Final%20Community%20Sustainability%20Plan%20.pdf>