



CENTRAL COAST COMMUNITY ACTION CAMPAIGN

DRAWDOWN – RESILIENCE – EQUITY

TODAY'S JOURNEY

- Problems are we trying to solve
- Desired Impact and Outcomes
- Our approach: *A Comprehensive Community Action Campaign*
- Your feedback and involvement



OPPORTUNITY FOR COMMUNITY ACTION

- Community members have a critical role to play in realizing our climate goals
- People want to act, but don't know how
- Outreach to individuals misses the power of community groups



"Sticks in a bundle are unbreakable." ~Kenyan Proverb



Central Coast Community Action Campaign Work Group

Volunteer eco-educators from
Monterey:

Emily Gottlieb
Jeanette Johnston



CAMPAIGN OUTCOMES

- Drawdown
 - Measurable reduction in household emissions
- Resiliency
 - Increase in disaster response readiness and resiliency
- Equity
 - Compensated engagement with BIPOC community groups and equity organizations in ground-up program design



High Tech and High Touch:

A Central Coast Community Climate Action Campaign

- Accessible, bilingual online resources
- Deep Engagement Campaign
 - Paid Outreach Organizers to develop volunteer leaders



Phase 1 Program Elements:

A Central Coast Community Action landing page with robust engagement resources

County-specific BrightAction websites to resource and track actions for community leaders and residents

Both provided in English and natively translated Spanish



“Not having easy-to-use digital tools in 2020 is a form of inequity.” – Jeff Coleman, GRID Alternatives

BrightAction Platform - Example City of Moraga page in County Site



cleanercontracosta.org/moraga

Office 365 Compass Home - SmartShe... HRconnection® -... Climate regen. google EV GÖogle Regional... https://ecoact.org... https://ecoact.org... Biking Trathen Heckman... English

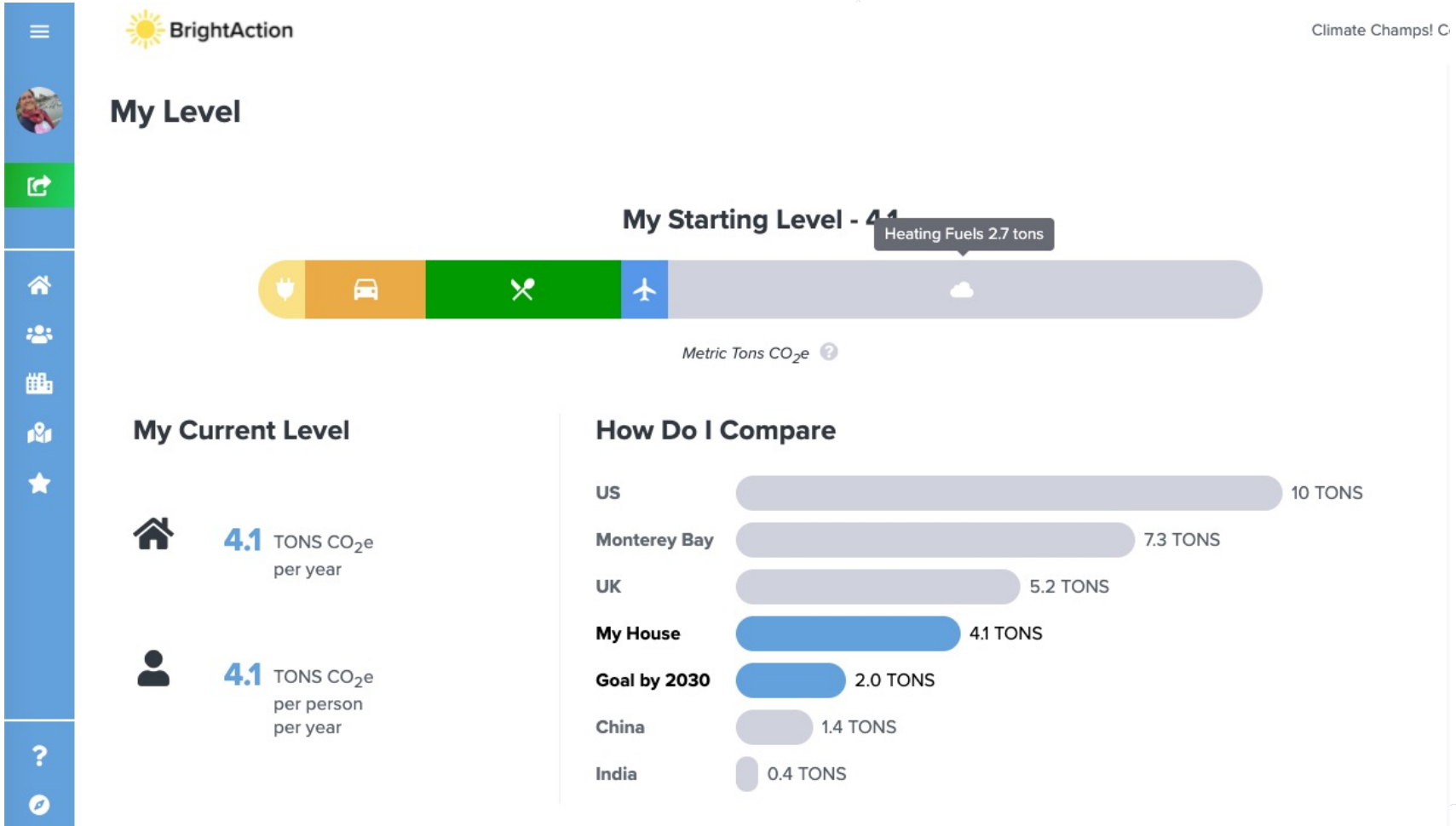
CLEANER CONTRA COSTA CHALLENGE **SUSTAINABLE MORAGA CHALLENGE** Login Sign up English

Join the Sustainable Moraga Challenge to create a cleaner and healthier community!

[JOIN THE CHALLENGE](#) [WHY JOIN](#)

 <p>PROGRESS 296 HOMES</p>	<h2>500</h2> <p>HOUSEHOLDS BY DECEMBER 2021 PARTICIPATION GOAL</p>	 <p>PROGRESS 70%</p>	<h2>250</h2> <p>TONS OF CO2 BY DECEMBER 2021 REDUCTION GOAL</p>	<p>TOP COMMUNITY GROUP Campolindo High School</p> <p>TOP TEAM Kauzer Living Earth</p>
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BrightAction - My footprint and Dashboard



BrightAction Platform - Action Categories



Climate Champs! Central Coast Community Action Campaign Test Team



Take action to make a difference

Action Categories

Recommended Actions




BrightAction Platform - Action Sorted by Participant Needs

Action Categories | **Recommended Actions**

Refine your results: What is most important to you?
Recommendations based on your Energy Profile

Priority **Add a filter** **Renter Friendly**

Impact Savings / Year Difficulty: **Medium** Upfront Cost: **< \$100** Time Required (hours): **< 3** Renter Friendly



Take the Bus


Hop on the bus and make a big impact

[Choose](#)

I already do this

★ Medium ⬆️ 1,420 \$ -30

[Customize](#)



Carpool


Hit the carpool lane and save time and money

[Choose](#)

I already do this

★ Medium ⬆️ 1,400 \$ 480

[Customize](#)



Bike, Walk, Skateboard or Unicycle

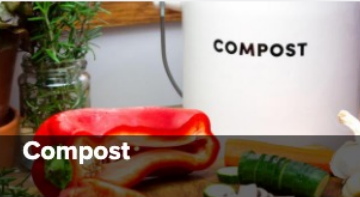
Enjoy the fresh air and energize your day!

[Choose](#)

I already do this

★ Medium ⬆️ 830 \$ 260

[Customize](#)



Compost

Turn food waste into black gold!

[Choose](#)

I already do this

★ Medium ⬆️ 300 \$ 60

[Customize](#)

BrightAction - Example Action – Reduce Packaging



40% of all the plastic produced each year is made for just one purpose: Single-use packaging. All those plastic containers, shrink wrap, bubble wrap... add up to a big impact. If you choose products with less packaging, buy in bulk and use reusable containers when you can, you will reduce plastic waste and make an impact!!

[VIEW DISCUSSION](#)
[+ CREATE POST](#)

Your Impact **410 points**

[SHARE](#)

UPFRONT COST	TIME COMMITMENT	RESOURCE SAVINGS	ANNUAL SAVINGS
\$0 - \$10	0.2 hours		\$0

I/We will skip the packing or buy in bulk

Action Steps & Tips **3 Steps**

[GET STARTED](#)

BrightAction - Example Action – Reduce Packaging cont.


Action Steps & Tips **3 Steps**

GET STARTED

Introduction

We're used to seeing all kinds of products, from vegetables to shampoo, wrapped in layers of plastic. Sure, it makes things look fresh and shiny on the shelf - but this comes with a big price for our environment. Right now, 25 million tons of plastic waste are ending up in the ocean every year, harming marine wildlife and polluting our coastlines. Paper and cardboard also have a huge impact. Cardboard boxes were the single largest category of waste in the U.S. in 2018. Even when cardboard boxes are recycled, they still use resources and energy to create new boxes.

Luckily, many stores and manufacturers are starting to pay attention and there are now many more sustainable options. By paying attention to packaging at the store, bringing your own reusable containers when you can and buying in bulk, you can reduce plastic waste, protect ocean habitats and conserve precious resources.

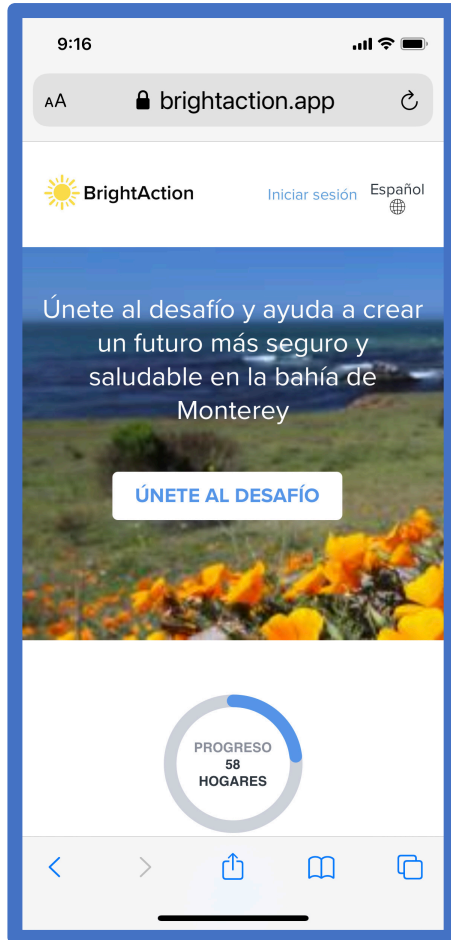


- 1 Choose less packaging
- 2 Buy more at a time
- 3 Bring your reusable containers

Resources

No resources found for this action.

BrightAction Platform - Mobile enabled and 100% en Español



Funding and Timeline

Phase 1: \$140,000 regionally

- \$27,000 for Monterey County

Timeline

- Fall 2021 Funding Commitments
- Dec 2021 Contracting for Spring launch
- March 2022 Online Resources Launched
- Earth Day 2022 First Campaign

- July 2022 = Second phase launched for Counties not ready to go in Phase 1





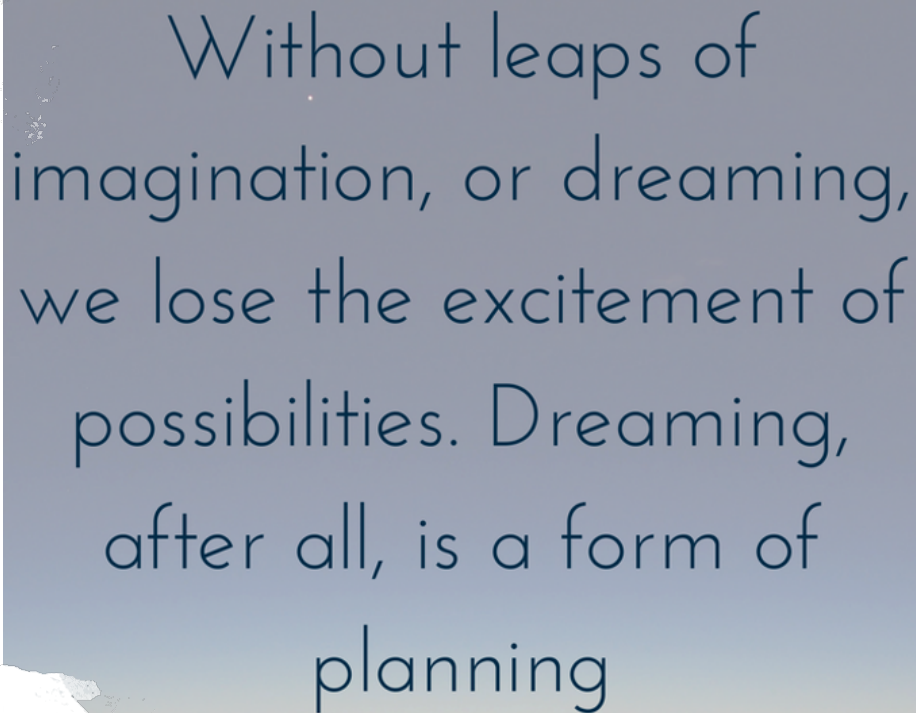
Benefits for Monterey County Agencies

Information for community leaders on adaptation/disaster response

Meets CAP outreach goals and tracks citizen emissions reductions

Leverages Climate Corp/Civispark and interested community leaders to achieve climate action

Will compensate justice groups to add equity actions



Without leaps of imagination, or dreaming, we lose the excitement of possibilities. Dreaming, after all, is a form of planning

Gloria Steinem



“In spite of current ads and slogans, the world doesn't change one person at a time. It changes as networks of relationships form among people who discover they share a common cause and vision of what's possible.”

- Margaret Wheatley



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This Model is Already Emerging on the Central Coast

Episcopal Church

<https://www.sustainislandhome.org/>


Girl Scouts of the Central Coast

[“Climate Change Patch” Program](#)

SLO Climate Coalition

Micro-Community Collaborative




CEC Resiliency Roundtables + Climate Leadership Program

THE *Episcopal* CHURCH 

GET STARTED Login

SUSTAINING EARTH, OUR ISLAND HOME

A Call to Action for All Episcopalians

 1727 HOUSEHOLDS PARTICIPATING	 664 TONS CO2E REDUCED/YEAR	 820 ACTIONS COMPLETED
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Letter from Presiding Bishop Curry

"God so loved *the world* that he gave his only son ..." is not a pious platitude or a simple religious refrain. It is a declaration of God's purpose and mission in the world from the beginning to this very day. "God so loved *the world*." That's not just about us who are human. It's about the whole of God's grand and glorious Creation.