

**C/CAG**  
**CITY/COUNTY ASSOCIATION OF GOVERNMENTS**  
**OF SAN MATEO COUNTY**

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Millbrae • Pacifica • Portola Valley • Redwood City • San Bruno • San Carlos • San Mateo • San Mateo County • South San Francisco • Woodside*

**RESOURCE MANAGEMENT AND CLIMATE PROTECTION TASK FORCE**  
**Minutes from the 12-17-2014 Meeting**

**In attendance:**

Michael Barber, Supervisor Pine's office  
Dan Barry, EcoAmerica  
Beth Bhatnagar, Sustainable San Mateo County  
Bob Cormia, Foothill De Anza Community College  
Maryann Moise Derwin, Committee Vice Chair, Portola Valley Town Council\*  
Andree Johnson, BAWSCA  
Deborah Gordon, Committee Chair, Woodside Town Council\*  
Pradeep Gupta, South San Francisco City Council\*  
Don Horsley, San Mateo County Board of Supervisors\*  
Joe La Mariana, County of San Mateo RecycleWorks  
Debbie Kranefuss, Ecology Action  
Alex Palantzas, San Mateo County Hispanic Chamber of Commerce  
Barbara Pierce, Redwood City Council\*  
Dave Pine, San Mateo County Board of Supervisors \*  
Kim Springer, County of San Mateo RecycleWorks (staff)  
Kyle Ramey, CivicSpark fellow for San Mateo County Energy Watch  
Sandy Wong, C/CAG  
Susan Wright, County of San Mateo RecycleWorks (staff)

**Not in attendance:**

Rick DeGolia, Town of Atherton\*  
Jorge Jaramillo, San Mateo County Hispanic Chamber of Commerce  
Kathy Lavezzo, PG&E  
Alex Palantzas, San Mateo County Hispanic Chamber of Commerce  
Nicole Sandkulla, BAWSCA  
Eric Sevim, A+ Japanese Auto Repair  
\*=elected official member

**1) Introductions**

Attendees introduced themselves and their organizations.

**2) Public Comment**

There was no public comment.

**3) Approval of Minutes**

The minutes from the August 27, 2014 were approved. The minutes from the October 22, 2014 meeting were approved.

**4) Presentation ecoAmerica, Communicating on Climate – Guiding Principles (Dan Barry,**

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## ecoAmerica)

Dan Berry's presentation included the following information:

EcoAmerica is building a network of trusted leaders and providing a framework of communications. It is helping leaders use their "soapbox" to engage people. They're targeting five sectors: Faith, Higher Education, Communities, Health, and Business.

They're looking to reach the 60% of Americans who know "something is up." They're not trying to change people's minds who don't believe climate change is happening. We haven't made enough progress where we need to.

Poll results show that dealing with global warming doesn't get much enthusiasm nationally. Issues that do have direct climate implications: economy, health impacts, jobs, improving roads, bridges, public transit.

EcoAmerica evaluated psychographic research – consumer marketing research called VALS – Values and Lifestyle Survey. It looks at people's primary motivations and the resources available to them.

What resonates with 75% of Americans? Exceptionalism, compassion.

Common beliefs: Personal rights to clean environment for all. Responsibility to do something about climate – 75% think they have something they can do about climate.

Top findings:

- *Americans follow their tribes*- People stay within their social group and take cues from leaders of social group (e.g. faith, health care, higher ed, political - local more than national).
- *My family first* – appeal to the benefit of their family.
- *Won't abandon American Dream* – Messaging on sacrificing, cutting back doesn't resonate. Enforced scarcity doesn't work. "I shop, therefore I am"
- *Benefits are essential for action* – Save people money, more open space, cleaner environment, cut back on health problems. Don't present problem as problem, present the solution first.
- *Climate action is elite and alienating* – Main stream Americans don't feel connected to this problem. These headlines don't work: Rolling Stone headline: "You Idiots" Bloomberg: "It's Global Warming, Stupid" "Saint Al Gore"
- *Preparedness can motivate action* – preparedness is a value. "Mitigation," "adaptation," "sustainability" don't make sense to people. Language can influence how people grasp issues.

Summary Recommendations

- Focus on people vs. technology, policy, planet. Bring them into the fold (don't belittle or talk above them).
- Engage groups, and empower local leaders to lead.
- Understand and incorporate everyday concerns – issues that we see every day.
- Emphasize solutions, benefits, and success – solutions should be bold and effective. Value: using strong, masculine approaches to problems. Describe bold solutions.
- Emphasize relevant reality, use "science" sparingly – Use actual facts from the local world: things people are noticing, experiencing. Drought and asthma vs. polar bears.

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- Make pragmatic appeals.

Look at the Momentus – “Communicating on Climate – 13 Steps and Guiding Principles” Report.

- Acknowledge ambivalence – there are still a lot of questions.
- Have at least 1 powerful fact from a trusted messenger – leader. Don’t alienate.
- Prepare, not adapt.
- Message discipline is critical.

“San Diego, 2050 is Calling” is a good example of improved messaging.

Recent legislation was called “Healthy Climate and Family Security Act of 2014” – The underlined words make it relevant to people.

To download reports: [www.ecoAmerica.org/research](http://www.ecoAmerica.org/research)

American Climate Values 2014

Beyond Storms & Droughts: The Psychological Impacts of Climate Change

New Report: “Connecting on Climate: A Guide to Effective Climate Change Communication”

By EcoAmerica and Center for Research on Environmental Decisions

10 recommendations:

1. Put yourself in your audience’s shoes
2. Channel the power of groups
3. Emphasize solutions and benefits
6. Use images and stories to make climate change real
7. Make climate science meaningful – not remote
8. Acknowledge uncertainty, but show what you know. “This is happening now here.”
9. Approach skepticism carefully – don’t marginalize people or criticize.
10. Make behavior change easy – start with baby steps people can immediately, then ramp up.

The committee had the following questions:

Don Horsley: The survey was nationwide that found 75% of people think they have responsibility to do something about climate.

Dan: There isn’t budget to do regional surveying currently.

Pradeep: What about generational differences?

Dan: One of the focus areas is higher education. Young people are moving in to cities. They don’t drive as much or own cars. They’re increasingly using public transit, living in smaller dwellings, using the shared economy. Flip side: When millennials were surveyed about choices, they don’t consider themselves environmentalists. They reject that because of political tension. Don’t want to be identified as environmental. Making the right choices, but not for political reasons. 82 million people in this generation – largest cohort in America history.

Kim: How does fear relate to the research?

Dan: Don’t use scare tactics or fear. Focus on benefits, solutions. Positive spin: local solutions.

Caroline may have more information on this.

Kim: Do you have examples of messaging for flyers, short pieces?

Dan: Will ask colleagues. They have sample tweets, sermons. Check out the blog: [ecoeffect.org](http://ecoeffect.org). Every day it highlights a story of positive framing around climate.

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Kim: Any specific research to energy and water specifically vs. climate change in general which is more broad?

Dan: We don't have the funding to be more granular. Haven't yet drilled down to sectors.

Barbara: Any plans for tracking success? How to show that what you're doing is making a difference?

Dan: Looking at a number of metrics. Will be tracking how many leaders they get to sign on. How often are resources accessed and used. Will be doing a push program. Will use digital platforms to track if people are using these things. Will monitor press accounts – are leaders using these messages in their communications.

Barbara: You should work with groups to do pilot projects to test tracking.

Dan: We will be working with partners/users to develop success stories, practical applications. How did they use these materials, what were the local successes?

Bob: As an educator, it's discouraging to know that numbers and science don't work. More math to the problem is more torque to the wrong bolt.

Dan: Ordinary Americans do grasp the science, they feel it's probably right. There's a misplaced sense that science can prove things with absolute finality.

Michael: Will you be doing A/B testing?

Dan: Will be doing A/B polling in LA. Will select a control city. In L.S. we are establishing a cohort of local leaders, enforcing message discipline, pushing out messages. With the A/B testing we will see how it's working with polling in LA plus a neutral city.

## **5) Update on San Mateo County Sea Level Rise Planning and Community Choice Aggregation (Dave Pine)**

- Sea level rise – 3 initiatives

1. Vulnerability assessment. Coastal Conservancy is getting approval from their Board for \$500,000 grant. US Army Corps is providing \$100,000 of technical assistance. The assessment will address Half Moon Bay north and the entire bay side. Goal: produce document to provide specific info and data to policy makers about assets that are vulnerable. Main issue: flooding. It's already happening. Storm events: inundate and then flow back out. Tool will help look at near-term risks in addition to longer term. Will be reaching out again to broader community later. Have gone dark while getting funds in place.
2. County capacity building. The County Office of Sustainability now headed by Jim Eggemeyer. Don Horsley has a new staffer - Deborah Hirst used to work for Coastal Conservancy. We now have more capacity.
3. Flooding issue. We don't have the mechanism to fund. Jim Porter likes the idea of forming a countywide flood control district. SCVWD is a flood control district, but it has very little contribution from San Mateo. They have talked at the City Managers meeting and are pleased with the feedback. The idea is a work in progress. They've talked about calling it a San Mateo County Water District. The district could address flood control, new FEMA maps (coordinate response), storm run-off, and water quality (C/CAG currently handles these last two). We're on the cusp of getting some good momentum.

In short term, the County would fund it. It would have to evolve so cities would chip in some pro rata share. Eventually we would need to do a revenue measure of some

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kind. It would be a JPA that would have its own staff.

Barbara: There's a problem with calling it a "water district." C/CAG is already doing stormwater piece.

Dave: We have to develop a body of expertise. C/CAG's core has been congestion management.

Barbara: RMCP came about because the environmental quality piece wasn't being addressed. There will be a need to beef up capacity, no matter where it is housed. C/CAG already has a proven track history – it has buy-in and participation. We would want to know why this is better, different. C/CAG now has ability to do tax and fees.

Dave: Whatever works for the cities is fine. They just have to buy in to it.

Sandy: There's room for collaboration. As it evolves, it would take shape. C/CAG has stormwater/pollution control. Maybe it's a good time to give an update to the full C/CAG Board.

Dave: There's an ad hoc group of city managers. They're putting together a "straw man" for discussion. That would be a good time to give a presentation.

Pradeep: The plan is a great idea. As a city, there are unfunded mandates. There might be more input to the state with a more cohesive voice.

Dave: It might be like a Transit Authority – levy a half-cent sales tax, put in money, get things done. The board would have to prioritize things.

Don: We're pretty close to the limit on sales tax.

Dave: All the taxing tools available by members can be used by joint members. There's a new thing called incremental infrastructure financing district.

Michael: The designation MHHW (mean high high water) is used to mark the high water mark on a lot of maps, and it's what planning is currently based on. USGS shows the average high tide over last 19 years since 2002. King tides are the highest high tide of the year. It's a foot or more higher than MHHW. That alone is 1 foot above what everyone is planning on. Then add a storm.

Dave: This weekend is king tide weekend. Bay Area Council is issuing a report – the risk to the Bay Area of a major storm. They picked a "150 year storm."

Pradeep – 39 houses in South San Francisco got flooded in the recent storm. Barbara: If you're interested in king tides, you should see it from Bear Island.

- Community Choice Aggregation (CCA)

There's a lot of interest in CCAs around the state. To start a dialogue, Supervisors Pine and Groom introduced the topic to the Board of Supervisors. Shawn Marshall from Lean Energy was retained to help so we don't have to reinvent the wheel. The steps and cost are pretty clear. We just need to gauge political interest.

The next step is outreach and education, then develop a workplan and budget. We will be talking to city managers, C/CAG Board (Jan. 8), Council of Cities, workshops in South San Francisco and Redwood City, and a lot of one-on-one meetings. Cities that have expressed a lot of interest so far: San Mateo, Menlo Park, San Carlos. To proceed, cities have to release

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their load data so a technical study can be done. In March the issue will go back to Board of Supervisors to decide about doing these studies, and spending money.

Alameda County is ahead of us. They agreed to spend \$2 million for studies.

Dave: In 5 years, if 30% of the state has their own CCA, what does that look like?

Don: If everyone does this, PG&E's business model starts to dismantle. They still have to handle the transmission lines. We don't want PG&E going bankrupt. In a storm and the lines go down, we still need them to be responsive.

Kim: PG&E infrastructure is moving toward smart infrastructure.

Pradeep: PG&E is working on today's issues with yesterday's resources. Their interest is to keep them running, pay shareholder dividends. How does that jibe with where we're going? Regulatory agencies have made certain compact with PG&E to give them a monopoly. Those are the things that need to be discussed.

Michael: One of the reasons CCAs are coming up is climate action. The two biggest emitters of greenhouse gas emissions listed in a climate action are energy and transportation. CCAs move communities faster toward renewables than PG&E is required to do.

Don: There's a co-generation plant at Ox Mountain landfill, but the power is sold to City of Palo Alto. Solar that exceeds demand can be sold back to the CCA. It's a better deal.

#### **6) Review of final draft Energy Strategy RMCP Progress Report 2014 (Kim Springer)**

Kim would like thoughts and comments on the new draft. It's not meant to be a rewrite of the Energy Strategy, but an update of what has been accomplished. The report focuses on programs RMCP committee is focused on. We will shortly have 2012 and 2013 energy data.

Collaboration Goals. At the time the Energy Strategy was written, there was concern that the utilities weren't collaborating. Much has been accomplished since then. PG&E is working more closely with the cities regarding infrastructure upgrades. They're working to alert cities/public about traffic impacts. It's going in the right direction.

Economic Opportunities Goal: Would like to see more interaction with the Workforce Investment Board. There are a number of solar companies in San Mateo County, but other than energy efficiency and renewable energy, we're not sure about how many other types of businesses can be counted in this area.

Dave: Skyline College is doing a good job to train the workforce.

Leadership from the Top. Not sure how much is coming from city managers. Elected officials have grown greatly. There are more green commissions. More dedicated staff.

Please give comments to Kim by end of the year.

Pradeep: Take out pertinent achievements in 4-5 PPT slides.

Barbara: In a future meeting, address if reductions and increases are per capital or overall.

#### **7) Update on Water Supply and Conservation Efforts in San Mateo County (Andree**

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**Johnson)**

Drought is not over. There was a good start to the water year, but it's still very early. 10% conservation needs to continue into 2015. SFPUC is continuing their drought campaign. Tagline is "Turn off your sprinklers."

Precipitation at Hetch Hetchy is almost to normal to date, but we're still far below normal overall.

Snowfall to date isn't looking great. November was dry. A lot of big storms have given a lot of water locally, but not where it matters at reservoirs.

Locally, rainfall is well above normal. SFPUC has been using storage for the last year to meet demands. We have done a great job meeting 10% reduction target. Actual weekly water use has been below the 10% reduction needed. We have exceeded the water savings goal for the year. Goal: save 8 billion gallons. We are at 8.9 billion.

From a Chronical article: Lowest water use per capita:

Daly City 43.5 gallons per day

East Palo Alto: 52.9 gpd

Redwood City: 54.1gpd

BAWSCA is working on 2015 water supply planning.

Normal year – will be on the road to recovery storage to healthy levels, can lift 10% reduction

Dry year (like 2007) – will need to maintain 10% reduction

Really dry year (1977) – will need to do 20% demand reduction. State and Federal declarations of emergency. Statewide mandatory rationing. Working to protect our water rights. Widespread diversion curtailments and water re-allocation.

85% of supplies come from up-country. 15% locally.

**8) Next Regular Meeting Date**

Meetings will be the 3<sup>rd</sup> Wednesdays except in June. Dates accepted. Kim and Susan will look for a venue farther south with okay parking. Investigate Canada College.

Topics for future meetings:

Alternative Fuel Readiness Plan. New information discussed yesterday – "green natural gas."

**9) Committee Member Updates**

Beth: SSMC Indicators Report on Transportation was released. Awards Dinner will be on March 26. Winners will be announced in January.

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Pradeep: ABAG is working on updating One Bay Area Plan. They're working on communication approach to do the job right this time. If you have a comment about what they did or didn't do and what you'd like to see changed, let Pradeep know.

**Attachments:**

None.