

# Communication/Outreach Committee Work Plan

Global Warming Commission

March 2009 - June 2011

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## Background

During Oregon's 2007 Legislative session, House Bill 3543 was signed into law, codifying Oregon's greenhouse gas reduction goals and creating the Oregon Global Warming Commission (OGWC). Five committees were created to further the goals and objectives of the Commission, including Transportation and Land Use, Natural Resources, Energy/Utility/Stationary Source, Science & Technology, and Communication/Outreach.

Section 11 of House Bill 3543 states that the Commission shall develop an outreach strategy to educate and inform Oregonians on climate change, including the scientific aspects, economic impacts, strategies to reduce emissions, and ways to prepare for and adapt to effects of climate change on people and the environment. Several documents and activities created a foundation for the development of an outreach strategy, including education and outreach recommendations from the Climate Change Integration Group Report and the work of the Committee during the past year to define potential short-medium term work products/activities.

A subcommittee of the Communications/Outreach Committee, including Commission members Bill Bradbury, David Brauer-Rieke and Eric Lemelson, met initially in February 2009 to review background materials developed to date and to begin drafting a Communication/Outreach Committee Work Plan. The draft Plan incorporates the communication/outreach goals of the Commission with a realistic assessment of staff and financial resources available to implement strategies.

**Vision:** *Diverse industries, businesses, government agencies, institutions and individuals are persuaded to make significant adjustments in their daily activities and planning to prepare for the social, economic, and environmental effects of global warming and reduce Oregon greenhouse gas emissions to 1990 levels by 2020.*

**Mission:** *Develop an outreach strategy to educate and inform Oregonians on climate change, including the scientific aspects, economic impacts, strategies to reduce emissions (mitigation), and ways to prepare for and adapt to effects of climate change on people and the environment.*

**Outcomes (goals):**

- Oregonians support state and local government policies and measures that support Oregon’s greenhouse gas reduction goals.
- Individuals, businesses, nonprofits and public institutions initiate effective actions to reduce Oregon’s greenhouse gas emissions.
- Oregonians actively prepare for and adapt to the effects of climate change.
- The Legislature is informed and knowledgeable about Oregon’s progress toward achievement of the state’s greenhouse gas emissions goals and preparation for climate change impacts.

**Actions to Support Outcomes (objectives):**

- A. Educate Oregonians on the scientific, policy, and economic aspects of climate change so they understand the causes, impacts and solutions to global warming.

- B. Promote informed policy debates on legislative and regulatory processes at the state, regional and local levels.
- C. Serve as a catalyst and convener for developing partnerships among local governments, foundations, NGOs and other interested stakeholders to support mitigation, adaptation and educational efforts.
- D. Foster creative solutions and provide tools and strategies for mitigation, preparation and adaptation.
- E. Track and report progress on scientific and policy issues, Oregon's progress toward its GHG reduction goals, and tangible results of outreach and education.

## Messages

Message points for the Commission are identified in the Commission Report to the Legislature and in the resolutions passed by the Commission. Messaging must be consistent with adopted State policy and Commission positions or previously agreed to language. The Committee will need to exercise careful judgment in deciding when messages or language may be employed on the Committee's authority, and when these should be reviewed by the full Commission where an issue is sensitive and/or the State or Commission position is unclear.

Framing and message refinement and updating will occur throughout the life of the outreach plan including an analysis of the most effective means to deliver messages to target audiences. Updating message points will assure that the Commission and its spokespersons provide current and consistent information and are able to respond rapidly and accurately to information requests.

## Issues

The current environment in which the Committee works plays a significant role in potential work plan strategies and activities described in this document.

***Economy***— The State of Oregon is facing one of the worst budget deficits in history. In addition, the Oregon Legislature is in session, and it has not yet been determined what, if any, funding may be made available to the OGWC or its committees to achieve its mandates. The “ripple effects” of Oregon’s economy to all sectors of funding sources, including private entities, will likely reduce the potential to raise funds in the short term (within the next two years).

***Capacity/Staffing***—Adequate funding and staff support is essential for the Committee to meet the requirements of HB 3543 and implement its work plan. Insufficient support reduces the potential for large-scale public outreach through, for example, material development/distribution, documentaries, or other activities. Dedicated staffing (or equivalent contract funding) is needed in addition to the limited staffing support the Oregon Department of Energy (ODOE) is able to provide. With this initial work plan, the Committee deemed it critical to clearly identify the audiences it believed it could effectively reach with limited existing personnel and financial resources. The Committee determined that at least a 1.0 full-time equivalent (or funding to hire a contractor equivalent to 1.0 FTE) is needed in addition to ODOE support time to effectively implement outreach tasks defined in HB 3543 and this plan, and to expand outreach efforts in the future.

***Relevance/Distinction***—Because there currently are limited resources to implement Committee work plan activities, the Committee articulated a need for all activities to be *relevant* and *distinct*— to fill an unoccupied niche or gap relative to the many current and ongoing activities related to climate change. In addition, the Commission, with Committee and staffing support, should establish collaborative partnerships and serve in a convener role to support and help shape

these efforts. Using these strategies to enhance outreach would ultimately legitimize the Committee by giving it a complementary voice with others in the global warming community and help assure that issues identified by the Commission are incorporated into statewide education and outreach efforts.

***Inherent Strengths***— The Committee discussed building on the inherent strengths of the Commission to implement work plan activities, and defined these strengths as the ability to *convene*, encourage *collaboration*, and *engage* entities that could further the goals and mandates of the Commission. The work plan activities focus on these perceived strengths.

***Timing***— There are several existing and upcoming activities/events the Committee took into consideration while developing this work plan, including federal stimulus dollars (Oregon will begin receiving these funds in March of 2009), the Global Warming Commission report to the Governor (delivered the first week of March 2009), the Regional Innovation Forum (March 27–28, 2009) at the Portland Metropolitan Exposition Center, and the current 2009 Legislative session. Short and mid-term tasks were developed with these activities/events in mind.

## **Process**

The process the Committee used to develop work plan activities was to develop specific tasks and timelines associated with actions A–E described on pages 2–3 of this plan. This document is intended to be a “living” document that is updated as the environment in which the Commission works changes, and as funding and staffing opportunities create the potential to expand tasks and strategies to achieve Committee goals.

**A. Educate Oregonians on the scientific, policy, and economic aspects of climate change so they understand the causes, impacts and solutions to global warming.**

Audience	Product/Activity	Timeline	Lead	Resources Needed
Organizations & institutions conducting global warming outreach activities in Oregon	<p><b>1.</b> Convene/co-convene a series of meetings with groups in Oregon conducting global warming activities to explore potential collaborative and complementary efforts:</p> <ul style="list-style-type: none"> <li><b>a.</b> conduct a survey to document all education and outreach activities in the state relative to climate change mitigation, preparation and adaptation, including audiences targeted;</li> <li><b>b.</b> conduct a gap analysis to identify areas where additional outreach resources and efforts are needed as well as areas of overlap</li> <li><b>c.</b> establish and strengthen partnerships with other organizations to collaborate and coordinate statewide global warming outreach efforts and messaging; define the elements of a long-term campaign</li> </ul>	<ul style="list-style-type: none"> <li>a. April 2009</li> <li>b. May 2009</li> <li>c. 2009</li> </ul>	<ul style="list-style-type: none"> <li>a. and b. Kat West has hired 2 interns who are using a survey instrument to identify a list of core organizations to convene and prepare materials/packet to be distributed in advance of the meeting. Kat will work with interns to develop draft survey and draft gap analysis; identify extended group of participants and funders for second meeting (item c).</li> <li>c. Bill Bradbury, Suzanne Veaudry-Casaus, Kat West &amp; Martin Tull to convene first meeting with core organizations and second meeting with larger group of stakeholders and organizations.</li> </ul>	<p>Short term (within next 3 months) – 2 -interns</p> <p>Long term (6 months to 1 year) - .25 FTE staff person to work on an ongoing basis with organizations to implement the plan, track outreach activities, assist with convening functions and analyze results.</p>
K-12 Teachers and Students	<p><b>2.</b> Identify global warming resources available to K-12 teachers and identify materials/curricula that need to be developed, including Oregon-specific.</p> <ul style="list-style-type: none"> <li><b>a.</b> Conduct a series of scoping meetings with university teacher</li> </ul>	April to October 2009	a. Kathy Shinn and others TBD	a. Staff time TBD

Audience	Product/Activity	Timeline	Lead	Resources Needed
	education programs, Oregon Department of Education, Oregon Chapter National Science Teachers Association Oregon Natural Resources Program (OSU), Environmental Education Association of Oregon and others <b>b.</b> Develop a DVD for schools on climate change and Oregon		b. TBD	b. TBD. Potential to update ODOE DVD
Legislators, Governor, and agency leaders	<b>3.</b> Provide a report to the Legislature during each Legislative session that describes Oregon's progress toward achievement of greenhouse gas emissions reduction goals, relevant issues and trends, policy recommendations for mitigation, preparation and adaption, technological advances and examples profiling successful efforts.	January 2011	Angus Duncan, Bill Drumheller, Kathy Shinn	ODOE provides staff, graphic design and printing costs.
General public	<b>4.</b> Explore potential for programming on climate change in Oregon and/or regionally and aftermarket opportunities.  <b>a.</b> Continue discussions with OPB; <b>b.</b> Conduct a search of existing and upcoming programming; <b>c.</b> Look for other mass-media opportunities including a possible in-house documentary	2009-2010	<b>a.</b> Kat West, Kim Duncan, Peter Murchie <b>b.</b> Kat West and intern <b>c.</b> TBD	<b>a.</b> Est. \$200-300,000 production costs for OPB production (\$10-\$12,000 to hire a fundraiser to identify funding/sponsors) <b>b.</b> \$1,000 commitment from Multnomah County (seed money)
General public	<b>5.</b> Create and manage a global warming speaker's bureau. Provide consistent messaging about Oregon's goals and achievements relative to climate change and greenhouse gas emissions. Elements			Short term (no resources needed)

Audience	Product/Activity	Timeline	Lead	Resources Needed
	<p>of the speaker's bureau:</p> <ul style="list-style-type: none"> <li><b>a.</b> Identify 5 Global Warming Commission members to be active participants in speaker's bureau</li> <li><b>b.</b> Ask each Global Warming Commission Committee to develop 2 key talking points reflecting critical issues for their Committee.</li> <li><b>c.</b> Develop a speaker's bureau packet, including talking points, guidance on introducing themselves as Commission members when testifying or presenting information, encouraging Commissioners to visit the press room at the Capitol after testifying, etc.</li> <li><b>d.</b> Identify potential speaking engagement opportunities</li> <li><b>e.</b> Track all global warming speaking engagements by Commission members</li> <li><b>f.</b> Update Commission member biographies on their respective web pages to include their involvement with OGWC.</li> <li><b>g.</b> Write and distribute press releases</li> <li><b>h.</b> Include Global Warming Commission updates as part of other organization meetings (e.g., Healthy Climate Partnership)</li> <li><b>i.</b> Provide post-legislative updates to highlight results and focus on what's</li> </ul>	<ul style="list-style-type: none"> <li>a. April 2009</li> <li>b. April 2009</li> <li>c. July 2009</li> <li>d. After legislative session</li> <li>e. Ongoing</li> <li>f. May</li> <li>g. TBD</li> <li>h. Ongoing</li> <li>i. Post-session</li> </ul>	<ul style="list-style-type: none"> <li>a. Bill Bradbury and Angus Duncan</li> <li>b. David Brauer-Rieke</li> <li>c. Kathy Shinn, Kira Higgs, Bob Doppelt and others TBD</li> <li>d. TBD</li> <li>e. TBD</li> <li>f. Kathy Shinn</li> <li>g. TBD</li> <li>h. Commission members that serve on other organizations' boards/committees</li> <li>i. Commission members</li> </ul>	<p>Long term (within 6 months) - .33 FTE staff person to "manage" speaker's bureau (ensure materials are up-to-date, coordinate and solicit speaking engagements, and document achievements)</p>

Audience	Product/Activity	Timeline	Lead	Resources Needed
	needed, next steps			
Media, general public	<b>6.</b> Meet with editorial boards throughout Oregon to discuss key messages relative to global warming. Develop timely guest editorials focused on key issues/events.	Ongoing	a. Angus Duncan, David Brauer-Rieke and other designated spokespersons from the OGWC	
General public	<b>7.</b> Meet with the Oregon Climate Change Research Institute (Oregon University System) and related institutes/programs to discuss shared goals and determine how to make scientific information on global warming available to the general public via website and other mediums.	August 2009	Angus Duncan, Martin Tull, Peter Murchie, Bill Drumheller	
General public	<b>8.</b> Continue to: <b>a.</b> enhance the Oregon Department of Energy website relative to global warming information postings;  <b>b.</b> develop and launch a Global Warming Commission website. Serve as a clearinghouse for global warming information once the website launches	a. Ongoing  b. Fall of 2009	a. Bill Drumheller, Kathy Shinn  b. Martin Tull Institute for Natural Resources (OSU) is project manager for initial stages. May move to 3 <sup>rd</sup> party.  Content from Communications/Outreach Committee and other sources.  Leads identified above coordinate on content/links between ODOE portal and OGWC site.	a. ODOE  b. Use \$25,000 Bullitt Foundation grant for some initial development. OSU to provide server and webmaster support for 1 year. Need RFP for design work.  Long term (within 6 months) - 0.5 FTE staff person to assist with website management
General public/communities	<b>9.</b> Promote global warming innovations, successes, economic benefits and progress regionally and in Oregon	Ongoing	TBD	Long term (within the next 6 months) - .25 FTE to identify stories,

Audience	Product/Activity	Timeline	Lead	Resources Needed
	communities through story collection, presentations, newspaper/publications, websites, video and other forms of outreach. Use convening sessions (A1) to formulate ideas. Consider statewide competition to submit actions taken to mitigate and/or adapt to climate change.			write, provide talking points, create videos, etc.
Journalists, editorial boards	10. Work with the media via relationships with journalists and meetings with editorial boards to further global warming commission messages in media outlets		Angus Duncan, Bill Bradbury	

**B. Promote informed policy debates on legislative and regulatory processes at the state, regional and local levels.**

Audience	Product/Activity	Timeline	Lead	Resources Needed
State opinion leaders, policy makers, and Oregon communities	<p><b>1.</b> Engage in “Circuit Rides” with various agency commissioners and board members during targeted windows of time:</p> <ul style="list-style-type: none"> <li><b>a.</b> After the legislative session to present an overview of legislative results and issues</li> <li><b>b.</b> Before and between legislative sessions to promote successes in implementing global warming initiatives throughout Oregon.</li> </ul>	<p>a. July - September 2009</p> <p>b. 2010</p>	<p>a. Person (TBD) to coordinate information and “Circuit Rides” and Commission members to meet with agency commissioners and board members</p>	<p>Staff person - .10 FTE</p>
General public	<p><b>2.</b> In partnership with other organizations, host an event after each major election and prior to each legislative session that features speakers/updates on global warming</p>	<p>Late 2010</p>	<p>Angus Duncan and others TBD</p>	

**C. Serve as a catalyst and convener for coalition-building among local governments, foundations, NGOs and other interested stakeholders to support mitigation, adaptation and educational efforts.**

Audience	Product/Activity	Timeline	Lead	Resources Needed
State leaders/opinion makers/policy makers	1. Seek opportunities to partner with other organizations to host climate change events that bring attention to the importance of reducing greenhouse gas emissions and promoting ongoing efforts throughout Oregon.	Fall 2009	Martin Tull, Heidi Rahn (Metro), and Kat West	Staff person - 0.25 FTE

**D. Foster creative solutions and provide tools and strategies for mitigation, preparation and adaptation.**

<b>Audience</b>	<b>Product/Activity</b>	<b>Timeline</b>	<b>Lead</b>	<b>Resources Needed</b>
Members of League of Oregon Cities, Association of Oregon Counties, and Council of Local Governments	<b>1.</b> Request opportunities to participate at major League of Oregon Cities, Association of Oregon Counties and Council of Local Government statewide events to provide updated information on the Commission, legislation, advances in climate change science, application of technologies, climate change programs, resources, and local government successes in mitigation, preparation and adaptation efforts. Work with U of O Climate Leadership Institute and other efforts.	a. Fall 2009	a. Kat West to coordinate presentation at AOC and LOC conferences in the fall of 2009 b. Bill Bradbury to make presentation at AOC conference.	
Various audiences	<b>2.</b> Identify and incorporate the communication needs of OGWC Committees and integrate them into the Outreach Plan.	Spring-Summer 2009	Jim Rue, Angus Duncan	
Various audiences	Work with State agencies to coordinate communications and messaging on climate change.		Jim Rue, Angus Duncan	

**E. Track and report progress on scientific and policy issues, Oregon’s progress toward its GHG reduction goals, and tangible results of outreach and education.**

<b>Audience</b>	<b>Product/Activity</b>	<b>Timeline</b>	<b>Lead</b>	<b>Resources Needed</b>
<p>Commission, Committees</p> <p>Commission, Committees</p> <p>Legislature, Governor’s office, agencies, stakeholders, general public</p>	<p>Record the outreach efforts of individual Commission members to track the comprehensive effort underway to inform legislators, state agency leaders, opinion leaders, and the general public about global warming issues. Results to serve the following purposes:</p> <p>1) Internal communication tool to convey outreach activities and provide feedback on areas of support, questions, and issues/concerns from audiences.</p> <p>2) Evaluation tool to aid in internal planning and to focus current and future outreach efforts.</p> <p>3) External communication and reporting tool for biennial report to Legislature and other communication vehicles.</p>	<p>GWC Meetings</p>	<p>TBD</p> <p>Provide two reporting options: a) simple one-page hard copy form, and b) online reporting form.</p> <p>Include highlights as time allows on Commission agenda.</p> <p>Suzanne Veaudry-Casaus tracks Bill Bradbury presentation.</p> <p>Person (TBD) to consolidate and maintain report on activities.</p>	<p>a) TBD</p> <p>b) Martin Tull to set up online reporting form.</p> <p>Staff person - 0.25 FTE</p>
<p>Legislators, state leaders, and the general public</p>	<p>Provide a summary of Oregon’s progress in achieving greenhouse gas emissions and other global warming-related goals to ensure comprehensive strategies are in place. Include a summary analysis in the biennial report to the Legislature.</p>	<p>January 2011</p>	<p>Bill Drumheller</p>	<p>Staff person - 0.10 FTE</p>