

CC-x State Climate Action Public Education and Outreach

Policy Description:

Public education and outreach fosters a broad awareness of climate change issues and effects (including co-benefits, such as clean air and public health) among the state's citizens, and improves and expands their engagement in actions to reduce GHG emissions. Six key audiences or efforts merit targeted education and outreach effort: (a) the State's own actions; (b) policymakers (e.g., legislators, agencies, regulators, etc.); (c) future generations; (d) community leaders and organizations; (e) the general public; and (e) industrial and economic sectors.

Policy Design:

As key starting points, the state should lead by example in its own education and outreach activities, and specific audiences should be identified for targeted education and outreach activities. Ultimately, public education and outreach will be the foundation for the long-term success of all the mitigation actions proposed by the CCAG as well as those, which may evolve in the future.

These audiences should include, but not be limited to:

- Policymakers (legislators, regulators, executive branch, agencies) – because implementation of climate actions hinges on policymakers' approval.
- Future Generations – by integrating climate change into educational curricula, post-secondary degree programs, and professional licensing programs.
- Community Leaders & Community-Based Organizations (businesses, institutions, municipalities, service clubs, social & affinity groups, non-governmental organizations, etc.) – in order to recognize leadership; share success stories and role models; and expand climate involvement and participation within civic society.
- The General Public – to increase awareness and engage citizens in climate actions in their personal and professional lives.
- Industrial & Economic Sectors – to tailor sector-specific education and outreach applicable to climate opportunities in residential, commercial, and industrial; transportation and land use; energy supply; and agriculture and forestry sectors.

Implementation Method(s):

Outreach efforts should seek to integrate with and build upon existing outreach efforts involving climate change and related issues in the state, but should reflect a significant

upgrading of – and resource commitment toward – recognition of GHG reduction opportunities and increasing climate impacts. Over 30 specific public education and outreach actions are detailed in the accompanying *Education Options Matrix*. Actions that merit early attention include:

- a. Create one or more climate change “Outreach Coordinator” positions.
- b. Require annual agency-specific reports on GHG reduction progress.
- c. Educate policymakers on climate change and CCAG recommendations.
- d. Use “best practices” in public schools so as to educate students and parents.
- e. Promote climate research and solutions efforts at state universities.
- f. Educate themedia about climate change, and maintain a state climate change website.

Related Policies/Programs in Place:

None cited.

Types(s) of GHG Benefit(s):

All GHGs and co-benefits.

Estimated GHG Savings and Costs per MTCO₂e:

Not applicable.

Data Sources, Methods and Assumptions (for quantified actions):

Not applicable.

Key Uncertainties:

None cited.

Ancillary Benefits and Costs:

None cited.

Feasibility Issues:

None cited.

Status of Group Approval:

Pending.

Level of Group Support:

Pending.

Barriers to Consensus:

Pending.