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**Cross-Cutting Issues Technical Work Group
Summary Table of Policy Options**

2 “Unanimous Consent” options from CCAG#5

1 “Pending” option from CCAG#5

Option Number	Policy Name	Estimated 2012 GHG Reduction (MMtCO₂e)	Estimated 2020 GHG Reduction (MMtCO₂e)	Cumulative 2007-2020 GHG Reduction (MMtCO₂e)	Estimated Cost or Cost Saving (\$/tCO₂e)	Level of CCAG Support	
CC-1	State Greenhouse Gas Reporting	<i>Non-quantified enabling policy.</i>					<i>Unanimous Consent</i>
CC-2	State Greenhouse Gas Registry	<i>Non-quantified enabling policy.</i>					<i>Unanimous Consent</i>
CC-3	State Climate Public Education and Outreach	<i>Non-quantified enabling policy.</i>					<i>Pending</i>

CC-1 State Greenhouse Gas Reporting

Policy Description

GHG reporting reflects the measurement and reporting of GHG emissions at a statewide, sector, or sub-sector level to support tracking and management of emissions. GHG reporting can help sources identify emission reduction opportunities and reduce risks associated with possible future GHG mandates by moving “up the learning curve.” Tracking and reporting of GHG emissions would also help in the construction of periodic state GHG inventories. GHG reporting is typically a precursor for sources to participate in voluntary GHG reduction programs, opportunities for recognition, a GHG emission reduction registry, and to secure “baseline protection.” Further, developing a GHG reporting program could enable the state to influence the development of GHG reporting practices throughout the region and nation and build consistency with other state or regional GHG reporting programs.

Policy Design

The CCAG recommends that New Mexico develop and implement a GHG reporting program with the characteristics noted in the accompanying *GHG Reporting Design Options Matrix*. Key elements include:

- Subject to consistently rigorous quantification, GHG reporting should not be constrained to particular sectors, sources, or approaches, in order to encourage GHG mitigation activities from all quarters.
- Mandatory GHG reporting should be phased in by sectors as rigorous, standardized quantification protocols, base data, and tools become available, and as responsible parties become clear. Entities should be allowed to report GHG emissions voluntarily before mandatory reporting applies to them; and the state, municipalities, and other jurisdictions should be allowed to report emissions associated with their own activities and any programs they may implement.
- Reporting should be applicable to all sources (e.g., combustion, processes, vehicles, etc.) but using common sense regarding de minimis emissions.
- The goal should be reporting of “organization-wide emissions within New Mexico” but with greatest possible “granularity” in order to facilitate baseline protection. (Example: “Rolling up” an organization’s individual “facility” and “field” emissions reports within a reporting database would provide organization-wide totals in New Mexico).
- Reporting should occur annually on a calendar-year basis for all six traditional GHGs and, to the extent possible, for black carbon.

- Reporting of direct emissions¹ should be required; reporting of emissions associated with purchased power and heat² should be phased in, and voluntary reporting of other indirect emissions³ should be allowed.
- Every effort should be made to maximize consistency with federal, regional, and other states' GHG reporting programs.
- GHG emissions reports should be verified through self-certification and NMED spot-checks; to qualify for future registry purposes, reports should undergo third-party verification.
- Project-based emissions reporting should be allowed, when properly identified as such and quantified with equally rigorous consistency.
- The reporting program should provide for appropriate public transparency of reported emissions.
- **Goals:** Implementation of a New Mexico GHG Reporting Program as early as possible.
- **Timing:** ASAP, preferably by 2008.
- **Coverage of parties:** Probably NMED.

Implementation Mechanisms

Reporting protocols, opportunities, and, in the case of mandatory reporting, underlying regulatory requirements.

Related Policies/Programs in Place

Many sources in New Mexico report criteria pollutant emissions in order to comply with various federal and state regulatory programs. Most electric generating stations are also required to report CO₂ emissions to the Energy Information Administration (EIA). Some sources may report GHG emissions on a voluntary basis to federal, state, or privately-run programs. Otherwise, there is no broad, statewide GHG reporting program in New Mexico.

Types(s) of GHG Reductions

GHG reporting is an enabling policy to encourage management, and ultimately reduction, of GHG emissions. It does not reduce GHG emissions itself per se.

Estimated GHG Savings and Costs per MTCO_{2e}

Not applicable.

Key Uncertainties

Uncertainties exist with respect to quantification of some GHG emissions from some sources, but standard quantification protocols are rapidly being developed and accepted widely. There

¹ Defined as "Scope 1" emissions in the *GHG Protocol*.

² Defined as "Scope 2" emissions in the *GHG Protocol*.

³ Defined as "Scope 3" emissions in the *GHG Protocol*.

remain significant uncertainties with respect to how various state, regional, and/or federal GHG reporting programs may develop.

Additional Benefits and Costs

Not applicable.

Feasibility Issues

None cited.

Status of Group Approval

Pending.

Level of Group Support

TBD.

Barriers to Consensus

TBD.



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CROSS CUTTING ISSUES TECHNICAL WORKING GROUP GHG REPORTING DESIGN OPTIONS MATRIX

AUGUST 7, 2006

PRINCIPLES FOR GHG ACCOUNTING AND REPORTING FROM THE *GHG PROTOCOL*:

1. RELEVANCE
2. COMPLETENESS
3. CONSISTENCY
4. TRANSPARENCY
5. ACCURACY
6. ENABLING OF OTHER GOALS

POTENTIAL GOALS OF GHG REPORTING:

1. IDENTIFYING REDUCTION OPPORTUNITIES
2. REDUCING RISKS (E.G., MOVE UP LEARNING CURVE)
3. TRACKING GHG EMISSIONS; ASSISTING THE STATE IN CONSTRUCTING ANNUAL INVENTORIES
4. PARTICIPATING IN VOLUNTARY PROGRAMS
5. PARTICIPATING IN – OR PREPARING FOR – MANDATORY PROGRAMS
6. PRECURSOR FOR REGISTRY PARTICIPATION
7. OPPORTUNITIES FOR PUBLIC RECOGNITION
8. PUBLIC REPORTING
9. CONSISTENCY WITH OTHER PROGRAMS

	DESIGN ELEMENT	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY TWG RECOMMENDATION TO CCAG
1.	TYPE OF PROGRAM	<ul style="list-style-type: none"> • VOLUNTARY • MANDATORY 	<ul style="list-style-type: none"> • MAY NEED OR WANT TO CONSTRAIN SECTORS AND/OR SOURCES (E.G., APPLICABILITY) AND/OR “PHASE IN” REPORTING REQUIREMENTS. 	<ul style="list-style-type: none"> • <u>MANDATORY</u>, CONDITIONED ON: (A) STANDARD QUANTIFICATION PROTOCOLS & TOOLS (I.E., STRIVE TO AVOID DIFFERING PROTOCOLS OVER MULTIPLE JURISDICTIONS); AND (B) DETERMINATION OF RESPONSIBLE PARTIES IN SECTORS WHERE NECESSARY (E.G., RESIDENTIAL, TRANSPORTATION). APPLY COMMON SENSE. • “PHASE IN” MANDATORY REPORTING BY SECTOR, BUT <u>ALLOW VOLUNTARY</u> REPORTING BY OTHER SECTORS & SOURCES UNTIL THEY ARE REQUIRED TO REPORT.
2.	SECTORS	<ul style="list-style-type: none"> • ALL SECTORS ELIGIBLE • LIMITED TO CERTAIN SECTORS 	<ul style="list-style-type: none"> • PARTICIPATION IN SOME SECTORS MAY BE LIMITED BY AVAILABILITY OF STANDARD QUANTIFICATION METHODS. • MAY NEED OR WANT TO “STAGE” PARTICIPATION (E.G., START SMALL & EXPAND). • IF LIMITED, TO WHICH SECTORS? 	<ul style="list-style-type: none"> • INCLUDE <u>ALL SECTORS</u>, BUT ONLY AS QUANTIFICATION PROTOCOLS AND DATA AVAILABILITY ENABLES EQUALLY RIGOROUS TREATMENT ACROSS SECTORS (IN ORDER TO HAVE CONSISTENCY & INTEGRITY WHEN ULTIMATELY LINKED TO A REGISTRY). • RECOMMEND “<u>PHASING IN</u>” OF SECTORS AS QUANTIFICATION PROTOCOLS AND DATA BECOME AVAILABLE.

	DESIGN ELEMENT	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY TWG RECOMMENDATION TO CCAG
3.	SOURCES	<ul style="list-style-type: none"> • ALL • STATIONARY COMBUSTION EMISSIONS • MOBILE COMBUSTION EMISSIONS • PROCESS EMISSIONS • FUGITIVE EMISSIONS 	<ul style="list-style-type: none"> • COULD LIMIT SOURCES EVEN WITHIN SECTORS, (E.G., VIA TYPES, SIZE THRESHOLDS, ETC.). • BROADER ARRAY PROMOTES INVENTORY BUILDING, PUBLIC INFORMATION, IDENTIFICATION OF GHG STRATEGIES, ETC. 	<ul style="list-style-type: none"> • REPORTING SHOULD BE OPEN TO <u>ALL SOURCES</u>. • AS WITH SECTORS, “<u>PHASE IN</u>” MANDATORY REPORTING BASED ON AVAILABILITY OF: (A) STANDARD QUANTIFICATION PROTOCOLS; AND (B) ADEQUATE BASE DATA (E.G., FOR DIFFERENT FUELS, ETC.) FOR SPECIFIC SOURCE TYPES. • FOR MANDATORY SOURCES, APPLY <u>COMMON SENSE</u> REGARDING DIMINISHING RETURNS (E.G., DE MINIMIS EMISSIONS, CUTPOINTS, ETC.).

	DESIGN ELEMENT	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY TWG RECOMMENDATION TO CCAG
4.	ORGANIZATIONAL BOUNDARY	<ul style="list-style-type: none"> • ENTITY-WIDE (E.G., CORPORATION-WIDE) • FACILITY OR FIELD • EMISSIONS UNIT OR SOURCE POINT • OTHER (?) 	<ul style="list-style-type: none"> • CLEAR DEFINITIONS NEEDED TO AVOID DOUBLE-COUNTING WHERE SHARED OWNERSHIP EXISTS. • SHOULD STRIVE TO HAVE DESIGN BE CONSISTENT WITH POSSIBLE FUTURE DIRECTIONS (E.G., MANDATORY REPORTING WOULD NOT BE ENFORCEABLE ABOVE THE FACILITY LEVEL). • COMBINATIONS ARE POSSIBLE (E.G., FINER RESOLUTION AGGREGATED OR “ROLLED UP” TO A GREATER WHOLE). 	<ul style="list-style-type: none"> • REPORTING GOAL: “ORGANIZATION-WIDE EMISSIONS WITHIN NM” WITH GREATEST POSSIBLE “GRANULARITY” TO FACILITATE BASELINE PROTECTION. • NORMALLY, THIS EQUATES TO EMISSIONS FROM IN-STATE FACILITIES, BUT NOT ALL SOURCES ARE “FACILITIES” (E.G., NATURAL GAS PRODUCTION HAS “FIELDS”). • “ROLLED UP” TOTAL OF “FACILITY” AND “FIELD” EMISSIONS REPORTS IN A REPORTING DATABASE WOULD PROVIDE TOTAL “ORGANIZATION-WIDE EMISSIONS IN NM.”
5.	REPORTING PERIOD	<ul style="list-style-type: none"> • ANNUAL - CALENDAR - FISCAL • OTHER 	<ul style="list-style-type: none"> • SHOULD STRIVE FOR CONSISTENCY WITH OTHER REPORTING PROGRAMS. 	<ul style="list-style-type: none"> • ANNUAL EMISSIONS ON A CALENDAR YEAR BASIS.

	DESIGN ELEMENT	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY TWG RECOMMENDATION TO CCAG
6.	GREENHOUSE GASES INCLUDED	<ul style="list-style-type: none"> SIX “KYOTO GASES” (CO₂, HFCs, CH₄, N₂O, PFCs, SF₆) OTHER 	<ul style="list-style-type: none"> SHOULD STRIVE FOR CONSISTENCY WITH OTHER REPORTING PROGRAMS. BROADER ARRAY PROMOTES INVENTORY BUILDING, PUBLIC INFORMATION, IDENTIFICATION OF GHG STRATEGIES, ETC. 	<ul style="list-style-type: none"> INCLUDE ALL SIX “KYOTO GASES” (EMITTED ABOVE DE MINIMIS LEVELS) INCLUDE, OR PROVIDE A PLACEHOLDER FOR, REPORTING OF <u>BLACK CARBON</u> EMISSIONS AS WELL.
7.	SCOPE OF EMISSIONS COVERED⁴	<ul style="list-style-type: none"> DIRECT - “SCOPE 1” INDIRECT - “SCOPE 2” - INDIRECT FROM PURCHASED HEAT & ELECTRICITY “SCOPE 3” - OTHER INDIRECT (E.G., OUTSOURCED ACTIVITIES, EMPLOYEE TRAVEL, ETC.) BOTH 	<ul style="list-style-type: none"> MAY NEED OR WANT TO “STAGE” COVERAGE (E.G., START SMALL & EXPAND). DIRECT EMISSIONS ARE MOST LIKE TYPICAL REPORTING REQUIREMENTS, BUT MAY OMIT GHG-REDUCING OPPORTUNITIES OR ENCOURAGE DIRECT-VS-INDIRECT TRADE-OFFS. FOR MANY ENTITIES, MOST GHG EMISSIONS ARE FROM INDIRECT SOURCES. 	<ul style="list-style-type: none"> GOAL: GREATEST DETAIL AND GREATEST CONSISTENCY, APPLIED WITH COMMON SENSE (E.G., REGARDING DE MINIMIS LEVELS). REQUIRE REPORTING OF <u>DIRECT “SCOPE 1” EMISSIONS</u> ASAP. “<u>PHASE IN</u>” REQUIRED REPORTING OF <u>INDIRECT “SCOPE 2”</u> EMISSIONS, BUT REPORT THEM SEPARATELY FOR GREATER TRANSPARENCY. <u>ALLOW VOLUNTARY</u> REPORTING OF “<u>SCOPE 3</u>” VOLUNTARY; PHASE IT IN IF/WHEN SIMILARLY RIGOROUS PROTOCOLS EXIST.

⁴ “Scope 1, 2, and 3” emissions as defined in the *GHG Protocol*.

	DESIGN ELEMENT	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY TWG RECOMMENDATION TO CCAG
8.	EMISSIONS QUANTIFICATION & MONITORING	<ul style="list-style-type: none"> CALCULATION METHODS & TOOLS DIRECT MEASUREMENT (E.G., CEMS, STACK TESTING) 	<ul style="list-style-type: none"> SHOULD STRIVE TO USE CURRENT BEST PRACTICE METHODS, SUCH AS <i>GHG PROTOCOL</i> CALCULATION TOOLS. STRIVE FOR CONSISTENCY WITH OTHER GHG REPORTING PROGRAMS. SOME “OTHER” OR “HOME GROWN” APPROACHES MAY BE NECESSARY IN NM (E.G., FLASHING EMISSIONS; IPIECA; API’S SANGEA; ETC.). 	<ul style="list-style-type: none"> DEVELOP A “<u>HIERARCHY OF CONSISTENCY</u>,” WHEREBY QUANTIFICATION PROTOCOLS ARE APPLIED IN A PRIORITY ORDER (E.G., EPA, IPCC, WRI/WBCSD, IPIECA/API, ...). MAXIMIZE <u>CONSISTENCY WITH EXISTING REPORTING REQUIREMENTS</u> (E.G., CO₂ REPORTING FOR ACID RAIN SOURCES SHOULD ECHO THEIR CURRENT CO₂ REPORTING TO EPA).
9.	VERIFICATION	<ul style="list-style-type: none"> STATE VERIFICATION 3RD PARTY VERIFICATION SELF-CERTIFICATION 	<ul style="list-style-type: none"> IF MANDATORY, THE STATE MAY BE ABLE TO USE CURRENT VERIFICATION PROCEDURES FOR CRITERIA POLLUTANTS. CCAR DOES 3RD PARTY VERIFICATION. 	<ul style="list-style-type: none"> FOR REPORTING, ALLOW “<u>SELF-CERTIFICATION</u>,” AND HAVE NMED DO <u>SPOT INSPECTIONS</u>. FOR ULTIMATE REGISTRY PURPOSES, REQUIRE <u>3RD-PARTY VERIFICATION</u>.

	DESIGN ELEMENT	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY TWG RECOMMENDATION TO CCAG
10.	PUBLIC ACCESS & REPORTS	<ul style="list-style-type: none"> • INTERNET ACCESS AND/OR ONLINE REPORTS • PAPER REPORTS • BOTH 	<ul style="list-style-type: none"> • “CONFIDENTIAL BUSINESS INFORMATION” (CBI) CONCERNS 	<ul style="list-style-type: none"> • ALLOW SOURCES TO <u>REPORT</u> GHG EMISSIONS <u>ELECTRONICALLY</u>. • PROVIDE ELECTRONIC PUBLIC ACCESS TO GHG EMISSIONS REPORTING DATA THAT IS “ROLLED UP” TO A LEVEL SUCH THAT CBI IS REASONABLY PROTECTED.
11.	PROJECT LEVEL REPORTING OR “OFFSETS”	<ul style="list-style-type: none"> • YES/NO • CONSTRAIN IN SOME FASHION 	<ul style="list-style-type: none"> • MAY BE MOST USEFUL WHEN THERE IS AN EXTERNALLY-IMPOSED CONSTRAINT (E.G., A “CAP” OR OTHER REGULATORY REQUIREMENT). • LOCATION OF CO-BENEFITS ACHIEVED (MAY NOT BE IN NM). • RAISES CONCERNS ABOUT QUANTIFICATION, BASELINE, “ADDITIONALITY,” SECONDARY EFFECTS, REVERSIBILITY, OWNERSHIP, DOUBLE-COUNTING, AND VERIFICATION. 	<ul style="list-style-type: none"> • PRIMARILY USEFUL AS A REGISTRY FUNCTION AND WHEN A REGULATORY REQUIREMENT EXISTS TO “OFFSET.” • NEEDS ACCEPTED PROJECT-BASED QUANTIFICATION TOOLS AND PROTOCOLS (NOW STARTING TO ARRIVE, E.G., WRI/WBCSD). • <u>ALLOW</u> FOR <u>VOLUNTARY</u> REPORTING OF PROPERLY QUANTIFIED MITIGATION PROJECTS.

CC-2 State Greenhouse Gas Registry

Policy Description

Measurement and recording of GHG emissions reductions at a macro- or micro-scale level in a central repository with a “transaction ledger” capacity to support tracking, management, and “ownership” of emission reductions as well as to encourage GHG reductions, to enable potential recognition, baseline protection, and/or the crediting of actions by implementing programs and parties in relation to possible emissions reduction goals, and to provide a mechanism for regional, multi-state, and cross-border cooperation. Subject to appropriately rigorous quantification, GHG registration should not be constrained to particular sectors, sources, or approaches so as to encourage GHG mitigation activities from all quarters.

Policy Design

The CCAG recommends that New Mexico develop and implement a state GHG registry and/or participate in a regional GHG registry building off the GHG reporting program recommended in CC-1 and providing adequate verification, allowing project-level reporting, and with costs borne primarily by participants. Other recommended characteristics are noted in the accompanying *GHG Registry Design Options Matrix*. Key elements include:

- Geographic applicability at least at the statewide level and as broadly (i.e., regionally or nationally) as possible.
- Allowing sources to start as far back chronologically as good data exists, as affirmed by third-party verification, and allowing registration of project-based reductions or “offsets” that are equally rigorously quantified.
- Incorporating adequate safeguards to ensure that reductions aren’t double-counted by multiple registry participants; providing appropriate transparency; and allowing the state to be a valid participant for reductions associated with its programs, direct activities, or efforts.
- Striving for maximum consistency with other state, regional, and/or national efforts; greatest flexibility as GHG mitigation approaches evolve; and providing guidance to assist participants.
- **Goals:** Implementation of a New Mexico GHG Registry Program as early as possible.
- **Timing:** ASAP after GHG reporting is operating.
- **Coverage of parties:** Probably overseen by NMED; costs shared by participants benefiting from the registry.

Implementation Mechanisms

None cited.

Related Policies/Programs in Place

None cited.

Types(s) of GHG Reductions

None cited.

Estimated GHG Savings and Costs per MTCO_{2e}

Not applicable.

Key Uncertainties

There remain significant uncertainties with respect to how various state, regional, and/or federal GHG registry programs may develop. Involvement in early registry implementation – as issues are deliberated among states – will advantage New Mexico in their ultimate outcome.

Additional Benefits and Costs

None cited.

Feasibility Issues

None cited.

Status of Group Approval

Pending.

Level of Group Support

TBD.

Barriers to Consensus

TBD.



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CROSS CUTTING ISSUES TECHNICAL WORKING GROUP GHG REGISTRY DESIGN OPTIONS MATRIX

AUGUST 7, 2006

NOTES:

- BUILDS UPON GHG REPORTING DESIGN OPTIONS MATRIX
- SOME REPORTING PREFERENCES COULD BE OUTWEIGHED BY REGISTRY NEEDS, PARTICULARLY IF A REGIONAL REGISTRY USES DIFFERENT SPECIFICATIONS.
- KEY: ENSURE FLEXIBILITY, SO AS TO BE ABLE TO REGISTER REDUCTIONS FROM POLICIES (E.G., CAP & TRADE), PROGRAMS (E.G., STATE EE/DSM, SEQUESTRATION, CLEAN CARS, ETC.), PROJECTS, AND OFFSETS.
- NOTE: EFFORTS TO DEVELOP BROAD REGIONAL AND/OR NATIONAL APPROACHES TO GHG REGISTRIES ARE INCREASING.

POTENTIAL GOALS OF A GHG REGISTRY:

1. RECORDING OF GHG *REDUCTIONS* (VS. EMISSIONS)
2. A CENTRAL, INDEPENDENT REPOSITORY FOR CREDIBLE INFORMATION ABOUT GHG EMISSION REDUCTION ACTIVITIES.
3. A “TRANSACTION LEDGER” PROVIDING DATA MANAGEMENT & ACCOUNTING THAT IS CRITICAL FOR TRADING (WITH OR WITHOUT A CAP).
4. “BASELINE PROTECTION” PROVIDING CREDIT FOR ENTITIES UNDERTAKING EARLY ACTION AGAINST CURRENT OR FUTURE REQUIREMENTS.
5. AN INCENTIVE TO TRACK & MANAGE GHG EMISSIONS, SEEK PRODUCTIVITY AND ENERGY EFFICIENCY GAINS, AND ACCELERATE LEARNING CURVE REGARDING COMPETITIVENESS AND CARBON MARKETS.
6. ENABLING PUBLIC RECOGNITION AND DEMONSTRATING GOOD CORPORATE CITIZENSHIP.
7. POSSIBLE VEHICLE FOR REGIONAL, MULTI-STATE, AND CROSS-BORDER COOPERATION.

	DESIGN ELEMENT	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY RECOMMENDATION
1.	KEY DESIGN CRITERIA (BEYOND <i>GHG REPORTING DESIGN OPTIONS MATRIX</i>)			
1.1	DEFINE GEOGRAPHICAL BOUNDARIES	<ul style="list-style-type: none"> • NEW MEXICO • REGIONAL (OR BROADER) 	<ul style="list-style-type: none"> • SPAN OF CONTROL • COST, ECONOMIES OF SCALE, & BROADER = BETTER? 	<ul style="list-style-type: none"> • STATEWIDE AT LEAST, BUT AS BROAD AS POSSIBLE, CONSISTENT WITH BEST PRACTICES
1.2	VERIFICATION	<ul style="list-style-type: none"> • STATE VERIFICATION • THIRD-PARTY VERIFICATION 	<ul style="list-style-type: none"> • SEE <i>GHG REPORTING DESIGN OPTIONS MATRIX</i> 	<ul style="list-style-type: none"> • THIRD-PARTY VERIFICATION
1.3	BASE YEAR	<ul style="list-style-type: none"> • SINGLE SPECIFIED YEAR • SINGLE ENTITY-CHOSEN YEAR • AVERAGE OF MULTIPLE YEARS • ADJUSTMENT RULES? 	<ul style="list-style-type: none"> • FLEXIBILITY VS. SIMPLICITY • MUST HAVE GOOD DATA FOR BASE YEAR. • NM EXECUTIVE ORDER 	<ul style="list-style-type: none"> • UNLESS OTHERWISE REQUIRED FOR A SPECIFIC PURPOSE, ALLOW ENTITY TO CHOOSE BASE YEAR. (THIS ALLOWS ENTITIES TO GO BACK AS FAR AS GOOD DATA EXISTS.)
1.4	PROJECT-LEVEL SUBMITTALS	<ul style="list-style-type: none"> • Yes / No / CONSTRAIN 	<ul style="list-style-type: none"> • AGAINST WHAT BASELINE? • ADDITIONALITY ISSUES (WHAT WOULD HAVE HAPPENED ANYWAY?) 	<ul style="list-style-type: none"> • YES, KEEP AS OPEN AND FLEXIBLE AS POSSIBLE, BUT HAVE THIRD PARTY VERIFICATION AND REQUIRE SOLID QUANTIFICATION PROTOCOLS.
1.5	“OFFSETS”	<ul style="list-style-type: none"> • Yes / No / SOME 	<ul style="list-style-type: none"> • CO-BENEFITS LOCATION? • NATURE / CHARACTER? 	<ul style="list-style-type: none"> • YES; DOOR SHOULD BE OPEN TO SPUR OTHERS TO ACT AND POSSIBLE REGIONAL ACTION. • OFFSETS ASSUME A GHG REDUCTION OBLIGATION, THEN WORK IN CONCERT WITH IT.
1.6	START DATE	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • ESTABLISH A “TO BE IN OPERATION” DATE? 	<ul style="list-style-type: none"> • MANDATORY REPORTING STARTING IN 2008; REGISTRY TO FOLLOW ASAP FOR SECTORS/SOURCES AS HIGH QUALITY QUANTIFICATION PROTOCOLS ALLOW.

	DESIGN ELEMENT	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY RECOMMENDATION
1.7	OWNERSHIP	<ul style="list-style-type: none"> EXAMPLE: WHO OWNS REDUCTIONS FROM ENERGY EFFICIENCY? 	<ul style="list-style-type: none"> RISK OF DOUBLE-COUNTING 	<ul style="list-style-type: none"> MUST HAVE ADEQUATE SAFEGUARDS AND PROTOCOLS TO ENSURE NO DOUBLE COUNTING.
1.8	TRANSPARENCY	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> MUST HAVE ADEQUATE TRANSPARENCY TO ENSURE QUALITY.
1.9	CONSISTENCY	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> STRIVE FOR CONSISTENCY AND COMPATIBILITY WITH RELATED PROGRAMS (AS DONE WITH RENEWABLE ENERGY CERTIFICATES (RECs)).
2. TECHNICAL ISSUES				
2.1	TREATMENT OF MINORITY OWNERSHIP	<ul style="list-style-type: none"> MULTIPLE WAYS OK (E.G., EQUITY SHARE, FINANCIAL CONTROL), BUT MUST BE CONSISTENT 	<ul style="list-style-type: none"> <i>GHG PROTOCOL</i> 	<ul style="list-style-type: none"> COMPORT WITH <i>GHG PROTOCOL</i>.
2.2	MERGER & ACQUISITION ISSUES	<ul style="list-style-type: none"> SUCH CHANGES OFTEN REQUIRE RECALCULATION. 	<ul style="list-style-type: none"> <i>GHG PROTOCOL</i> 	<ul style="list-style-type: none"> COMPORT WITH <i>GHG PROTOCOL</i>.
2.3	QUALITY ASSURANCE; UNCERTAINTY ANALYSIS	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> <i>GHG PROTOCOL</i> 	<ul style="list-style-type: none"> COMPORT WITH <i>GHG PROTOCOL</i>.
2.4	REGULATORY GUIDANCE (PROTOCOLS, GUIDANCE DOCUMENTS, ETC.)	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> NEW MEXICO SHOULD OFFER REASONABLE GUIDANCE AND TOOLS TO ENCOURAGE PARTICIPATION.
2.5	DATA FLOW; FILING METHODS, ETC.	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> CONFIDENTIAL BUSINESS INFORMATION (CBI), LEGAL AUTHORITY, ETC. 	<ul style="list-style-type: none"> RETAIN STATE AUTHORITY, ENSURE ADEQUATE DATA PROTECTION, AND USE WEB FILING TO THE GREATEST EXTENT POSSIBLE.

	DESIGN ELEMENT	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY RECOMMENDATION
3.	ADMINISTRATIVE & OPERATIONAL ISSUES			
3.1	LOCATION (AGENCY)	<ul style="list-style-type: none"> • NMED • PRC OR OTHER AGENCY? • NEW ENTITY? 	<ul style="list-style-type: none"> • POTENTIAL FOR A REGIONAL OR NATIONAL REGISTRY 	<ul style="list-style-type: none"> • WITHIN NEW MEXICO, NMED IS PROBABLY THE BEST PLACE TO HOUSE THE REGISTRY (BUT ADEQUATE RESOURCES WILL BE NECESSARY). • IF REGIONAL, THEN TDB.
3.2	SOFTWARE; WEB INTERFACE, ETC.	<ul style="list-style-type: none"> • NM-SPECIFIC • CCAR, RGGR, CCX, ERT, EATS? • OTHER? 	<ul style="list-style-type: none"> • MULTIPLE NEEDS (EMISSIONS INVENTORY, ALLOWANCES, MANDATORY, VOLUNTARY, ETC.) • RAPIDLY CHANGING "STATE OF THE ART" 	<ul style="list-style-type: none"> • STRIVE FOR: (A) CONSISTENCY WITH OTHER REGISTRY EFFORTS; (B) FLEXIBILITY TO SERVE BOTH MANDATORY AND VOLUNTARY PARTICIPANTS & SECTORS; (C) ABILITY TO CHANGE AS REGISTRIES EVOLVE; AND (D) MAXIMUM IMPLEMENTATION VIA WEB CAPABILITIES.
3.3	COST	<ul style="list-style-type: none"> • TRANSACTION FEES • PARTICIPANT DUES • PUBLICLY SUPPORTED? • OTHER? 	<ul style="list-style-type: none"> • DEVELOPMENT COSTS • ONGOING OPERATING COSTS 	<ul style="list-style-type: none"> • ONGOING COSTS SHOULD BE BORNE PRINCIPALLY BY REGISTRY PARTICIPANTS (AS OPPOSED TO TAXPAYERS).
3.4	OVERSIGHT & MANAGEMENT	<ul style="list-style-type: none"> • NMED • PUBLICLY APPOINTED BOARD? • OTHER? 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • EITHER NMED OR PUBLIC BOARD OK; BUT MUST MAINTAIN CURRENT POSITIVE MOMENTUM. • IF REGIONAL, THEN TDB.
3.5	REPORTING OF RESULTS; RECOGNITION	<ul style="list-style-type: none"> • LOW-KEY RESULTS • PRO-ACTIVELY RECOGNIZE ACHIEVERS 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • REGISTRY SHOULD REACH OUT WITH RESULTS AND RECOGNITION.

CC-3 State Climate Public Education and Outreach

Policy Description

Public education and outreach can support GHG emissions reduction efforts at the macro or micro-scale level in relation to emissions reduction programs, policies, or goals. Public education and outreach is vital to fostering a broad awareness of climate change issues and effects (including co-benefits, such as clean air and public health) among the state's citizens. Such awareness is necessary to engage citizens in actions to reduce GHG emissions. Public education and outreach efforts should integrate with and build upon existing outreach efforts involving climate change and related issues in the state. 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.

Policy Design

The CCAG recommends that New Mexico lead by example in its own education and outreach activities by establishing a pro-active public education and outreach capability, and using it to target education and outreach activities to five specific audiences:

- Policymakers (legislators, regulators, executive branch, agencies) – because implementation of climate actions hinges on policymakers' approval.
- Younger Generations – by integrating climate change into educational curricula, post-secondary degree programs, and professional licensing programs.
- Community Leaders & Community-Based Organizations (e.g., 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.
- General Public – to increase awareness and engage citizens in climate actions in their personal and professional lives.
- Industrial and Economic Sectors – in order to recognize leadership; share success stories and role models; and expand climate involvement and participation within the business community.

Specific public education and outreach suggestions are provided in the accompanying “GHG Education Design Options Matrix.” Although TWG members' interests varied significantly and all of the above categories of activities enjoyed substantial support, several individual suggestions reflected broad TWG interest, including:

- 1.3 Create one or more “Outreach Coordinator” positions.
- 1.6 Require annual agency-specific reports on GHG reduction progress.

- 2.1 Educate policymakers on climate change and CCAG recommendations.
- 3.3 Use “best practices” in public schools so as to educate students and parents.
- 3.5 Promote climate research and solutions efforts at state universities.
- 5.1 Educate the media about climate change.

- **Goals:** Not applicable.
- **Timing:** Public education and outreach efforts should commence as rapidly as possible.
- **Coverage of parties:** Probably overseen largely by NMED, but involving many parties.

Implementation Mechanisms

Public education and outreach.

Related Policies/Programs in Place

None cited.

Types(s) of GHG Reductions

Not applicable.

Estimated GHG Savings and Costs per MTCO_{2e}

Not applicable.

Key Uncertainties

None cited.

Additional Benefits and Costs

None cited.

Feasibility Issues

None cited.

Status of Group Approval

Pending

Level of Group Support

TBD.

Barriers to Consensus

TBD.



WWW.NMCLIMATECHANGE.US

CROSS CUTTING ISSUES TECHNICAL WORKING GROUP EDUCATION OPTIONS MATRIX

AUGUST 7, 2006

GOALS OF PUBLIC EDUCATION & OUTREACH:

1. **OVERARCHING GOAL: PROMOTE AWARENESS AMONG CITIZENS ABOUT THE IMPACTS OF CLIMATE CHANGE, SOLUTIONS, AND CO-BENEFITS OF ACTION.**
2. **EDUCATION AND OUTREACH PROVIDES AN ESSENTIAL FOUNDATION FOR ALL CLIMATE ACTION.**

GENERAL APPROACH:

1. **TARGET THE KEY GENERAL AUDIENCES AND EFFORTS BELOW:**
 - A. **“WALK THE TALK” IN TERMS OF THE STATE’S OWN EFFORTS AND OUTREACH ACTIVITIES**
 - B. **POLICYMAKERS (LEGISLATORS, EXECUTIVE, AGENCIES, REGULATORS, ETC.)**
 - C. **FUTURE GENERATIONS**
 - D. **COMMUNITY LEADERS AND ORGANIZATIONS**
 - E. **THE GENERAL PUBLIC**
 - F. **INDUSTRIAL & ECONOMIC SECTORS**
2. **ENSURE LONG-TERM SUSTENANCE OF EDUCATION AND OUTREACH EFFORTS REGARDING CLIMATE CHANGE.**

	MEASURES & STRATEGIES	IMPLEMENTATION (PRIORITY, WHO, WHAT, WHERE, ETC.)	NOTES & EXAMPLES
1.	STATE GOVERNMENT ACTIONS THE STATE SHOULD LEAD BY EXAMPLE (I.E., WALK THE TALK) REGARDING EDUCATION AND OUTREACH.		
1.1	CREATE A MULTI-AGENCY BODY TO OVERSEE ON-GOING STATE CLIMATE EFFORTS.	<ul style="list-style-type: none"> • CREATE A SYSTEMATIC AND INSTITUTIONALIZED APPROACH TO IMPLEMENTING THE CCAG POLICIES ADOPTED BY THE GOVERNOR. • PREPARE AND POST AN ANNUAL PROGRESS REPORT ON GHG REDUCTIONS (SEE E.O. 2005-033, #7). 	•
1.2	ESTABLISH AN EDUCATION & OUTREACH SUBCOMMITTEE OF THE BODY ESTABLISHED IN ROW 1.1 TO EDUCATE AUDIENCES REGARDING CCAG POLICIES AND TO OVERSEE THOSE RELATING TO EDUCATION.	<ul style="list-style-type: none"> • LEAD IMPLEMENTATION OF CCAG EDUCATION & OUTREACH MEASURES. • FIRST TASK: IDENTIFY ALREADY EXISTING RESOURCES & PROGRAMS. 	•
1.3	CREATE AND MAINTAIN ONE OR MORE “OUTREACH COORDINATOR” POSITIONS SPECIFICALLY TASKED WITH CLIMATE OUTREACH AND COORDINATION AMONG STATE AGENCIES AND OUTSIDE ENTITIES.	<ul style="list-style-type: none"> • FUND AS PART OF A PUBLIC BENEFITS FUND? 	<ul style="list-style-type: none"> • IF EVERYONE IS RESPONSIBLE FOR OUTREACH AND COORDINATION, NO ONE WILL BE INDIVIDUALLY TASKED WITH IT AND IT IS MORE LIKELY TO FALL BY THE WAYSIDE.
1.4	INCLUDE STATE PUBLIC EDUCATION AND HIGHER EDUCATION OFFICIALS IN THE BODIES ESTABLISHED IN ROW 1.1 & ROW 1.2.	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • A “TWO-WAY STREET” – EDUCATION OFFICIALS BRING RESEARCH & INFO TO THE BODY, AND REACH OUT TO STUDENTS AND OTHERS.

	MEASURES & STRATEGIES	IMPLEMENTATION (PRIORITY, WHO, WHAT, WHERE, ETC.)	NOTES & EXAMPLES
1.5	EDUCATE STATE EMPLOYEES ACROSS-THE-BOARD, AND ASSIGN “POINT PERSONS” TO DO SO ON AN ON-GOING BASIS.	<ul style="list-style-type: none"> • ONE OPTION: ADD CLIMATE CHANGE OUTREACH AS A NATURAL EXTENSION TO THE EXISTING ROLE OF AGENCY ENERGY MANAGERS. 	<ul style="list-style-type: none"> •
1.6	DISAGGREGATE THE STATE’S OWN GHG EMISSIONS TO THE AGENCY LEVEL AND REQUIRE ANNUAL AGENCY-SPECIFIC REPORTS ON GHG REDUCTION PROGRESS.	<ul style="list-style-type: none"> • MAKE AGENCY-SPECIFIC REPORTS PUBLIC AS PART OF THE REPORT IN 1.1. • MAKE GHG REDUCTION PROGRESS AN AGENCY PERFORMANCE MEASURE. 	<ul style="list-style-type: none"> • MUCH OF THIS EFFORT IS ALREADY UNDERWAY AT NMED.
2.	TARGET AUDIENCE: POLICYMAKERS (LEGISLATORS, REGULATORS, EXECUTIVE BRANCH, AGENCIES) IMPLEMENTATION OF CLIMATE ACTIONS HINGES ON POLICYMAKERS’ APPROVAL.		
2.1	EDUCATE POLICY MAKERS ON CCAG POLICY RECOMMENDATIONS, CLIMATE CHANGE IN GENERAL, SCIENTIFIC AND TECHNOLOGICAL ADVANCES, AND PROGRESS TOWARD STATE GOALS THROUGH REGULAR BRIEFINGS IN ORDER TO PROMOTE ACCEPTANCE AND IMPLEMENTATION OF MITIGATION AND ADAPTATION POLICIES.	<ul style="list-style-type: none"> • CONDUCT REGULAR LEGISLATIVE BRIEFINGS. • IDENTIFY & OFFER AGENCY-SPECIFIC INFO ON CLIMATE ISSUES & OPPORTUNITIES. • PREPARE AN ANNUAL UPDATE ON CLIMATE SCIENCE, STATE ACTIONS, AND PROGRESS ACHIEVED TOWARD STATE GHG REDUCTION GOALS. 	<ul style="list-style-type: none"> • USE INPUT DERIVED FROM POLICY MAKER INTERACTIONS TO DEVELOP NEW MITIGATION MEASURES OR APPROACHES GOING FORWARD.
2.2	PROVIDE CONTINUING OUTREACH & ASSISTANCE TO GOVERNOR’S OFFICE, LEGISLATURE, AND IMPLEMENTING AGENCIES ON A REGULAR BASIS.	<ul style="list-style-type: none"> • EDUCATE PRESS LIAISONS FROM AGENCIES, ETC. • PROVIDE REGULAR PRESS RELEASES OR UPDATES ON REDUCTIONS, EVENTS, ETC. 	<ul style="list-style-type: none"> •

	MEASURES & STRATEGIES	IMPLEMENTATION (PRIORITY, WHO, WHAT, WHERE, ETC.)	NOTES & EXAMPLES
3.	TARGET AUDIENCE: FUTURE GENERATIONS INTEGRATE CLIMATE CHANGE INTO EDUCATIONAL CURRICULA, POST-SECONDARY DEGREE PROGRAMS, AND PROFESSIONAL LICENSING.		
3.1	ADD CLIMATE CHANGE TO PUBLIC EDUCATION PERFORMANCE STANDARDS FOR SCIENCE AND SOCIAL STUDIES; IDENTIFY (A) GAPS IN CLIMATE CHANGE EDUCATION, AND (B) SPECIFIC CURRICULA TO FILL ANY GAPS.	<ul style="list-style-type: none"> NM PUBLIC EDUCATION DEPARTMENT 	<ul style="list-style-type: none">
3.2	ORGANIZE GROUPS OF EDUCATORS TO IDENTIFY, ASSEMBLE, AND EMPLOY CLIMATE CHANGE CURRICULA APPROPRIATE TO AGE GROUPS	<ul style="list-style-type: none"> NM PUBLIC EDUCATION DEPARTMENT SHOULD INTEGRATE CLIMATE CHANGE INTO THE MATH & SCIENCE BUREAU THAT IT IS ESTABLISHING. 	<ul style="list-style-type: none"> COULD BUILD TOWARD A “NATIONAL COUNCIL OF CLIMATE CHANGE EDUCATORS” SEE BP’S WWW.APLUSFORENERGY.ORG
3.3	INTEGRATE “BEST PRACTICES” INTO PUBLIC SCHOOL DESIGN & CONSTRUCTION TO EDUCATE STUDENTS (AND PARENTS) FIRST-HAND IN THEIR COMMUNITIES & COLLEGES (I.E., WALK THE TALK).	<ul style="list-style-type: none"> USE STATE BONDING AUTHORITY TO ENABLE SCHOOL DISTRICTS TO FUND ENERGY EFFICIENT CONSTRUCTION. INCLUDE IN-BUILDING SIGNAGE & DISPLAYS TO CALL ATTENTION TO EFFICIENCY ASPECTS BUILT IN TO PUBLIC BUILDINGS. 	<ul style="list-style-type: none">
3.4	INTEGRATE CLIMATE CHANGE INTO CORE COLLEGE CURRICULA.	<ul style="list-style-type: none"> STATE COLLEGES AND UNIVERSITIES 	<ul style="list-style-type: none"> INCLUDE CAUSES, IMPACTS, AND SOLUTIONS (E.G., CHOICES IN VEHICLES, APPLIANCES, LIGHTING, HOME AND COMMUNITY DESIGN, ETC).

	MEASURES & STRATEGIES	IMPLEMENTATION (PRIORITY, WHO, WHAT, WHERE, ETC.)	NOTES & EXAMPLES
3.5	PROMOTE RESEARCH INTO CLIMATE CHANGE AND SOLUTIONS AT STATE UNIVERSITIES; DEVELOP UNIVERSITY “CENTERS OF EXCELLENCE” ON CLIMATE ISSUES, NEW APPROACHES, AND TECHNOLOGIES.	<ul style="list-style-type: none"> • STATE COLLEGES AND UNIVERSITIES 	<ul style="list-style-type: none"> •
3.6	INTEGRATE CLIMATE CHANGE INTO EXISTING AND/OR NEW EDUCATIONAL COMPETITION PROGRAMS.	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • EXAMPLES ARE ALREADY UNDERWAY IN NM; E.G., ESSAY AND POSTER CONTESTS
3.7	WORK WITH SCIENCE CENTERS, ZOOS, AND MUSEUMS TO INCLUDE A CLIMATE SCIENCE FOCUS APPROPRIATE TO THEIR CORE MISSION	<ul style="list-style-type: none"> • A KEY FOCUS AREA FOR OUTREACH COORDINATOR’S EFFORTS • SET UP A SPEAKERS BUREAU; PROVIDE SPEAKING OPPORTUNITIES FOR TEACHERS AT BIOPARK; HAVE COLLEGE PROFESSORS HOST HIGH SCHOOL STUDENTS AT WEEKEND FORUMS, ETC. 	<ul style="list-style-type: none"> • SEE CLEAN AIR-COOL PLANET’S SCIENCE CENTER INITIATIVE.
3.8	INTRODUCE CORE COMPETENCIES ON CLIMATE CHANGE INTO PROFESSIONAL LICENSING PROGRAMS (E.G., ENERGY EFFICIENCY IN BUILDING DESIGN AND CONSTRUCTION, USE OF RECYCLED MATERIALS, ETC.)	<ul style="list-style-type: none"> • DEGREE PROGRAMS, PROFESSIONAL LICENSES, TRADES LICENSES (ELECTRICIANS, PLUMBERS, ETC.) 	<ul style="list-style-type: none"> • MANDATE THAT STATE BOARDS OF LICENSING FOR BUILDING PROFESSIONALS (ARCHITECTS, ENGINEERS, CONTRACTORS, LANDSCAPE ARCHITECTS, ETC.) REQUIRE A SUBSTANTIAL PORTION OF THE LICENSING EXAM INCLUDE KNOWLEDGE OF IMPROVED THE DING CODES AND BUILDING ENERGY PERFORMANCE REQUIREMENTS REFLECTED IN THE CCAG’S RECOMMENDATIONS (E.G., RCI-7 AND RCI-8).

	MEASURES & STRATEGIES	IMPLEMENTATION (PRIORITY, WHO, WHAT, WHERE, ETC.)	NOTES & EXAMPLES
4.	TARGET AUDIENCE: COMMUNITY LEADERS & COMMUNITY-BASED ORGANIZATIONS (E.G., INSTITUTIONS, MUNICIPALITIES, SERVICE CLUBS, SOCIAL & AFFINITY GROUPS, NGOs, ETC.) RECOGNIZE LEADERSHIP; SHARE SUCCESS STORIES & ROLE MODELS; EXPAND INVOLVEMENT AND PARTICIPATION; WITHIN CIVIC SOCIETY.		
4.1	EDUCATE COMMUNITY PLANNING AND ZONING OFFICIALS ABOUT CLIMATE CHANGE, IMPACTS, AND OPPORTUNITIES.	•	• HELP MINIMIZE GHG EMISSIONS FROM FUTURE DEVELOPMENT/LAND USE AND MAXIMIZE CAPACITY FOR ADAPTATION.
4.2	IDENTIFY INDIVIDUAL COMMUNITY LEADERS WHO ARE ACTING EFFECTIVELY ON CLIMATE CHANGE; SHOWCASE AND SHARE THEIR SUCCESSES.	<ul style="list-style-type: none"> • DEVELOP RECOGNITION PROGRAM(S) FOR COMMUNITY LEADERS AND ENTITIES. • HOST DISCUSSION FORUMS FEATURING THEIR ACTIONS OR EFFORTS. • ENLIST/ENCOURAGE THEM TO BE A DE FACTO "SPEAKERS' BUREAU." 	<ul style="list-style-type: none"> • INCLUDE ALL WALKS OF WORK & LIFE (RETAIL, SERVICES, MANUFACTURING, HEALTHCARE, AUTO, FACILITIES, ETC.) • PUT EXAMPLES, GUIDANCE, LINKS, CONTACTS, ETC. UP ON THE WEB CLEARINGHOUSE.
4.3	IDENTIFY INDIVIDUAL COMMUNITY LEADERS WHO ARE NOT YET ACTING ON CLIMATE CHANGE AND MAKE A SPECIAL EFFORT TO EDUCATE AND ENCOURAGE THEM TO ACT.	<ul style="list-style-type: none"> • INCLUDE CLIMATE CHANGE IN STATE AND LOCAL LEADERSHIP DEVELOPMENT PROGRAMS. 	•
4.4	ENGAGE ASSOCIATIONS AND ATTEND THEIR PERIODIC MEETINGS TO REACH OUT ON CLIMATE CHANGE, IMPACTS, SECTOR-SPECIFIC MITIGATION ACTIONS, AND ADAPTATION OPPORTUNITIES.	•	<ul style="list-style-type: none"> • NM PUBLIC HEALTH ASSOCIATION HAS ALREADY DISCERNED THIS OPPORTUNITY AND IS ENGAGING IN THIS KIND OF ACTIVITY.

	MEASURES & STRATEGIES	IMPLEMENTATION (PRIORITY, WHO, WHAT, WHERE, ETC.)	NOTES & EXAMPLES
4.5	IDENTIFY, ASSIST, AND LEVERAGE COMMUNITY-BASED ORGANIZATIONS THAT HAVE EXPERTISE OR INTEREST IN CLIMATE-RELATED ISSUES	•	<ul style="list-style-type: none"> • FAITH COMMUNITY • SERVICE CLUBS; SPORTSMEN; RECREATIONAL/HOBBYIST GROUPS • METROPOLITAN PLANNING ORGANIZATIONS • ENVIRONMENTAL, SOCIAL, & CIVIC ADVOCACY ORGANIZATIONS
4.6	WORK WITH COMMUNITY-BASED ORGANIZATIONS TO IDENTIFY & BUILD UPON CLIMATE ISSUES RELATED TO THEIR CORE MISSION	•	<ul style="list-style-type: none"> • HEALTHCARE ORGANIZATIONS AND NEW DISEASE VECTORS • ADDITIONAL STRESSES ON LOW-INCOME POPULATIONS • SERVICE ORGANIZATIONS (E.G., ROTARY, KIWANIS, ETC.)
4.7	DEVELOP & COORDINATE A NETWORK OF COMMUNITY-BASED ORGANIZATIONS ACTING ON CLIMATE CHANGE SO THEY CAN LINK UP, ORGANIZE JOINT EVENTS, ETC.	•	<ul style="list-style-type: none"> • CREATE VOLUNTARY COMMUNITY OUTREACH COORDINATORS • ASSISTANCE IN ORGANIZING
4.8	SUPPORT AND FACILITATE OUTREACH AND EDUCATION WITHIN COMMUNITY-BASED ORGANIZATION REGARDING CLIMATE CHANGE ISSUES AND ACTIONS	•	<ul style="list-style-type: none"> • PROVIDE CONTENT FOR WEBSITES, NEWSLETTERS, LIST SERVS • COACH AND ASSIST VOLUNTEER COMMUNITY OUTREACH COORDINATORS & NETWORKS
4.9	DEVELOP AND PROVIDE CONCRETE INFORMATION ON CO-BENEFITS TO ENTITIES TO USE IN BOOSTING THEIR CLIMATE EFFORTS	•	•

	MEASURES & STRATEGIES	IMPLEMENTATION (PRIORITY, WHO, WHAT, WHERE, ETC.)	NOTES & EXAMPLES
4.10	ORGANIZE & HOST EVENTS THAT FOCUS ON LEADING BY EXAMPLE, SHARING “HOW-TO,” ILLUMINATING FINANCIAL RISKS AND OPPORTUNITIES, CO-BENEFITS, ETC.	•	•
4.11	ENCOURAGE MUNICIPAL LEADERS TO JOIN ICLEI’S ⁵ CITIES FOR CLIMATE PROTECTION PROGRAM AND/OR THE MAYORS CLIMATE PROTECTION AGREEMENT ⁶	•	•
5.	TARGET AUDIENCE: GENERAL PUBLIC INCREASE AWARENESS AND ENGAGE IN CLIMATE ACTIONS IN PERSONAL AND PROFESSIONAL LIVES.		
5.1	EDUCATE BROADCASTERS, REPORTERS, EDITORIAL BOARDS, ETC. ABOUT CLIMATE CHANGE, THE RISKS IT IMPOSES, AND SOLUTIONS.	•	•
5.2	WORK WITH STATE BROADCASTERS AND PRINT MEDIA ASSOCIATIONS TO DEVELOP & RUN CLIMATE CHANGE PUBLIC SERVICE ANNOUNCEMENTS.	•	•
5.3	CONDUCT PUBLIC POLLING TO BENCHMARK STRENGTH AND DEPTH OF CLIMATE UNDERSTANDING.	• TRACK OVER TIME TO MEASURE PROGRESS AND TAILOR OUTREACH EFFORTS.	•

⁵ ICLEI is the International Council for Local Environmental Initiatives. See www.iclei.org.

⁶ See <http://www.ci.seattle.wa.us/mayor/climate/>.

	MEASURES & STRATEGIES	IMPLEMENTATION (PRIORITY, WHO, WHAT, WHERE, ETC.)	NOTES & EXAMPLES
5.4	KEEP A HIGH PROFILE ON CLIMATE CHANGE ISSUES AND ACTIONS THROUGH REGULAR PUBLIC MENTION BY GOVERNOR AND OTHER PUBLIC LEADERS	•	•
5.5	DEVELOP AND USE A STATE-BASED “BRAND” ON CLIMATE AWARENESS AND ACTION	•	•
5.6	DEVELOP & MAINTAIN A STATE CLIMATE CHANGE WEBSITE FOR THE PUBLIC INCLUDING A CLEARINGHOUSE OF CLIMATE CHANGE INFORMATION AND RESOURCES.	• LINK TO SCIENTIFIC DEVELOPMENTS, WHAT YOU CAN DO, HOW YOU CAN HELP, WHAT THE STATE IS DOING, ETC.	• POST ANNUAL PROGRESS REPORTS ON COMMITMENTS, PLAN IMPLEMENTATION, ETC. • SEE WWW.CTCLIMATECHANGE.COM
5.7	WORK WITH EXISTING COMPANY OUTREACH EFFORTS TO CUSTOMERS TO ENHANCE AWARENESS OF CLIMATE CHANGE ISSUES & OPPORTUNITIES	•	• RETAIL ADVERTISING AND/OR “BILL STUFFERS.” • ENVIRONMENTAL DISCLOSURE OF ELECTRICITY FUEL MIX/EMISSIONS; RECYCLED CONTENT, ETC. • PRODUCT MESSAGES (E.G., YOGURT LABELS)
5.8	UNDERTAKE A CONCERTED PLANNING EFFORT TO IDENTIFY AND ADDRESS CLIMATE ADAPTATION ISSUES & NEEDS IN THE STATE	• NMED LEAD? • STAKEHOLDER INVOLVEMENT?	•

	MEASURES & STRATEGIES	IMPLEMENTATION (PRIORITY, WHO, WHAT, WHERE, ETC.)	NOTES & EXAMPLES
5.9	WORK TO EDUCATE CONSUMERS – AND HOME DESIGNERS/BUILDERS/CONTRACTORS – TO ENSURE THAT THEY ARE AWARE OF THE DIFFERENT CHOICES THEY HAVE FOR SPACE COOLING (E.G., EVAPORATIVE VS. REFRIGERATIVE) AND THE IMPACTS OF THOSE CHOICES.	•	• RCI RECOMMENDED ADDITION
6.	TARGET AUDIENCE: INDUSTRIAL & ECONOMIC SECTORS SECTOR-SPECIFIC CLIMATE CHANGE EDUCATION AND OUTREACH.		
6.1	RESIDENTIAL, COMMERCIAL, & INDUSTRIAL	•	<ul style="list-style-type: none"> • OUTREACH ON DEMAND RESPONSE • OUTREACH ON ENERGY EFFICIENCY AND ENERGY SAVINGS OPPORTUNITIES • ARCHITECTS AND BUILDERS REGARDING AIR CONDITIONING OPTIONS; SEE ITEM 5.9 ABOVE.
6.2	TRANSPORTATION & LAND USE	•	<ul style="list-style-type: none"> • PROMOTE WISE VEHICLE CHOICE. • PROMOTE LIVABLE COMMUNITY DEVELOPMENT
6.3	ENERGY SUPPLY	•	• PROMOTE SOLAR-READY HOME DESIGN (HOT WATER & PHOTOVOLTAIC).
6.4	AGRICULTURE & FORESTRY	•	• PROMOTE LOCALLY GROWN PRODUCE