

1A

- Education- greater awareness
 - Create regional opportunities
 - Btw. Local jurisdictions
 - Develop short and long term energy vulnerability plan
 - Reframe from threat to challenge
 - Use cites as living laboratories ex: demonstration gardens, green building, etc.
 - Utilize pubic health concept and promote change
 - Local jurisdiction should consistently lobby state and feel (fed) gouts
- For more resources.
- NEIGHBOUR HOOD (something)
- En(something, something) – Recognition
 - Be referral source for business community groups,

2A

- Vulnerabilities
- Challenges
- Opportunities

3A

What level and scale of community?

- Emerging services.
Police, fire, hospital, etc.
- Infrastructure
Sanitation (rocks, water, land use, food.)

10% of operating costs is fuel
Water pumped (elec.) from aquifer
Flawed regulatory environment, for local elec. Production.
(Aggregation rules and buy back)

Education and Conservation.

“Oh, no! Not another “war on X” Successful doing WW11”

? Vulnerabilities, Changes, Opportunities?

Challenge- How to distribute funds to SMART?
Growth project rather than state project.

Challenge – Rural and Urban differences
Lack of local political influences at state level.

4A

Food, security and diversity
Availability and dependence with oil.

Living Wages and Housing issues.

5A & 11A

Vulnerabilities

Transport of tourism “in” dependence on cars.
Commuting largely in cars.
Economic vulnerability – on state and family
Impact on sales tax, city design based on cars.
Panic/ civil order
Food access/ production
Moving water around
Heating
Local law enforcement and community security-
Governance, break down of political balance and dialogue
Communications.

5A

	Vulnerable	Challenge	Opportunities
Water Supply:	Power shortage	CHG Perception	Efficiency Zerascape
Commute Society:	High Fuel Cost Shortage	Denial	Telecom, Walk able places, Social interaction
Electricity:	Cost increase Brownouts	Politics and supply security	Abrogation??

7A

“Pain” of mitigation will be dwarfed by pain when depletion really kicks in.

- Energy auditing

Can PG&E help get the message out?

A wind turbine on every farm (remove zoning obstacles)

Move local generation increases reliability

Increase cooperation between PG& E (remain role as owner of x mission lines) and local producers.

Peak use (time of day) issues

EDUCATION

Understanding the problem conversation

FUNDING for educational process

?open. Source research

9A

Green

Public education and buy-in.

10A

Vulnerability

- denial
- framing (hypnosis clinics/ TS rain wasting
- psych (something)

12A

CHALLENGES

We need to tailor our messages to particular audiences

Frame in terms of cost, investment

Connect with hard- pressed parents

Get message out to people

Not just focus solely on “economics” but also “spiritual” or “cultural” dimension.

“HEALTH” message in wider sense.

Reach new audiences and segments

Panic

13A

Jurisdictions and vulnerabilities

Higher costs of operation, availability of fuels.

Erosion of tax base – due to loss of businesses, job loss, property value decline.

Difficulty of employees getting to work

Difficulty of getting supplies

- availability and transportation

Increased demand for public transportation

Larger units are more threatened

14A

Opportunities

Solar ordinances for cities municipal, residential, industrial, commercial, green building policies, incentives, ordinances. (Get cities out front)

Economic reality now the driver, not just ‘environmentalism’

Show chambers of commerce the “wag”

Communities can be brought together, “bond”

Community choice aggregation

“rethink” communities, what they are and do we. Can we design a solution (because few other take lead)

Healthier (physical, socially) communities

Panics (Chinese “crisis is also opportunity”)

Success in solutions locally

Means future viability, survival, or at least better odds.

15A

Individuals – vulnerabilities

Loss of jobs

Inability to commute long distances

Financial instability

Loss of equity in homes

Heat too expensive and AC too expensive: comfort & health

Food too expensive

Water “ “

Social Chaos- civil breakdown

GAP between rich and poor EXPANDS

Health care dependent on plastics

Civil liberties curtailed – Militarization

Lack of fall back plan

Collapse of economic web- focus on self –reliance

16 A

GREEN

Opportunities – Delocalization /do you mean?(delocalization)?

Employees

Move closer to work- improve quality of life.

Local agriculture- diversification

Local involvement and community

Cohesion

Back to extended family units

Wind resource along Russian R.

Energy Installation – PV+WIND

Renewable

New jobs from new economy

More manual Labor jobs to replace machinery

Mom and pop businesses

Leadership by local gouv- proactive.

1B

Lower parking requirements for new developments

Municipal energy audits

Car sharing (flex car)- city sponsored

-parking tax

-de-paving

- Promotion of conservation

-water catchments

-planning codes to allow clothes lines

-update codes related to gray water.

2B

Scenario analysis of upcoming conditions and costs.

Realistic and worst-case relative to costs and revenues.

- Identification of mitigation options including retrofit and replacement with energy efficient components.
- Rezone for mixed use live/ work situations in down towns
- Community choice aggregation – public power
- Organize local banks to offer incentives for financing energy efficient loans and location- efficient mortgages.
- Tax incentives for local businesses
- -support of local currencies

4B

- 1.) Bring laundry list to council options and boards and opportunities projects
 - 2.) Packaged presentation to boards and councils re: energy vulnerability
- EXPOSURE

5B

- 3.) Best practices
- 4.) Connection between (something) play and land use zoning- to support infrastructure change.

6B

- 5.) Cash flow opportunity
- 6.) C of c board taking the lead in sustainability innovation and opportunity.
- 7.) Anti – “formula store” ordinance

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3B 8B AND 7B

Buy a house and put in a mixed use 8B

Neighborhood shop 3B

- 8.) Ordinance to streamline permit for wind power 7B

Manufactured locally:

- 9.) Redesign of (sprawl) communities- how?
 - subdivisions
 - Strips
 - Cul-de-sacs

High Density Commercial overlays.

9B

Car sharing- link with bio diesel

Zoning for live / work

Consider short –term planning as path toward longer- term

Little things that add up getting public more aware of initiatives (rebates etc.) that already exist.

How to engage business community?

Pilot programs (e.g. Municipal fleets setting example)

Bike pools?

Bike- only streets?

Give away high – efficiency lamps etc.

1V

CHALLENGES

-How do we get the message out to the leaders?

-what is the best strategy?

- Distrust of government

- Individualism

2V

SOLUTIONS

- Use marketing model
- Events will stimulate
- Evolutionary process
- Start at personal neighborhood level
- City planning -Use earthquake prep model
- Neighborhood showings of EDS
- Power down templates

SOLUTIONS CONTINUED

3V

-Make one on one meeting with city council members

- Follow WW11 model
- Consequences fair to all

4V

Opportunity

- Create community
- How can we survive the end of western civilization?
- Internet

5V

RICHARDS QUESTIONS

Q: Only certain people receptive?

A: Yes- humans learn by imitation, need validation don't use logic- we need to have messages from leaders

Q: Is there an inherent block in our media?

6V

IDEAS!

- another community meeting in fall
- strategize out reach (i.e. Word of mouth) – churches, chambers, faith, civic groups, service organizations, rotaries.
- Dense urban spaces – geo-cities – proximity of home to grocery store
- Political action and activism- get involved!- citizen action groups by planning and city meetings / grass room campaign

Forum for municipality networking to share best practices

- Ditto up for facilitators
- Peak Oil Resolution campaign

-Media attention- letters to editors

Model behavior: walk the talk – car share- urban gardens.

7V

IDEAS CONTINUED:

- Research for economic argument

-coordinate city and council zoning to encourage new solutions and resources for sustainability.

-Developing target- specific messages (match person w/ approach)

-Create incentives for local farms and CSA'S

-Develop and influence for curriculum in schools,

-Sacrifice – conservation

-Invest in alternative energy

8V

OPPORTUNITIES

-Employ young people

-Urban gardens and farms

-Leadership training for under- represented groups

 Crafting targeted messages

 Community centers

 Faith centers; neighborhoods

-Personal prepared-ness

-Popular entertainment media:- My space account - MTV – Blockbusters – Radio shows-hip-hop

Research best practices around world today and times past (depression WW11 Cuba)

- Bicycle safety education