

**U.S. EPA's State and Local Climate and Energy Webcast Series  
Presents:**

**The Role of Communication in Ensuring  
Sustained Behavior Change**

Telephone call-in number: (877) 506-7699

**We will start in a few minutes. Thank you for joining us.**



**State and Local  
Climate and Energy Program**





**State and Local  
Climate and Energy Program**

## **The Role of Communication in Ensuring Sustained Behavior Change**

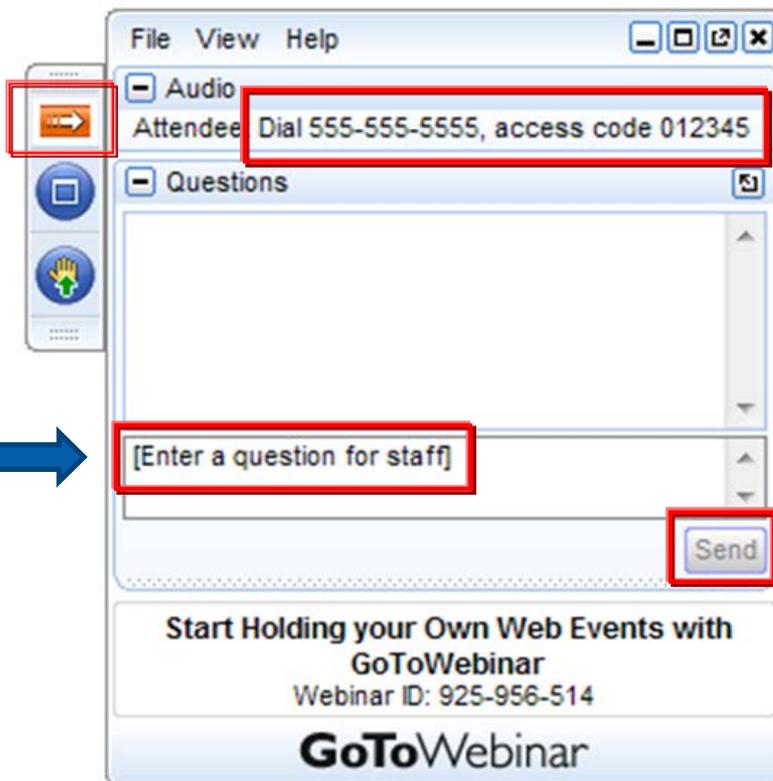
December 11, 2013

1:00 PM ET – 2:30 PM (EST)

Telephone call-in number: (877) 506-7699

# How to Participate Today

Open and close  
your control  
panel



Audio is only  
available by  
telephone  
**Dial: (877) 506-7699**



Participants are on mute  
Type in your questions  
and indicate the  
speakers



Hit "send" to  
submit your  
questions

If you experience technical difficulties, please contact  
Wendy Jaglom at: [Wendy.Jaglom@icfi.com](mailto:Wendy.Jaglom@icfi.com)

# Webcast Agenda

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- **Welcome and Introduction**  
Emma Zinsmeister, U.S. EPA State and Local Climate and Energy Program
- **The Role of Communication in Sustaining Behavior Change**  
Liz Schlegel, Institute for Sustainable Communities
- **Climate Communication and Behavior Change**  
Cara Pike, The Social Capital Project of the Resource Innovation Group
- **SLCgreen**  
Kate Lilja Lohnes, Salt Lake City Division of Sustainability & the Environment
- **Panel Discussion, Q&A Session, Optional Feedback**

## Helping state and local governments reduce GHGs

- We use co-benefits strategies to achieve GHG and policy goals
  - Environmental, energy, economic, health benefits
  - Example: EE/RE/CHP can lower costs to comply with air standards
- We foster inter-agency collaboration
  - States – air offices, energy offices, PUCs
  - Locals – planning, environmental services, energy and many other related departments
- We help state and local governments make the case for action
  - Best practice-based policy approaches
  - Analytical tools and information
  - Communications resources including peer exchanges, lessons learned
- **All our resources are available at:**

[www.epa.gov/statelocalclimate](http://www.epa.gov/statelocalclimate)



# Communications Methods for State and Local Climate and Clean Energy Programs



## Three-part webcast series

### **Gaining Support and Attracting Participation through Communication**

December 4, 2013, 1:00-2:30 PM (EST)

Files will be posted soon

### **The Role of Communication in Ensuring Sustained Behavior Change – Today!**

### **Using Effective Communication to Showcase Program Results**

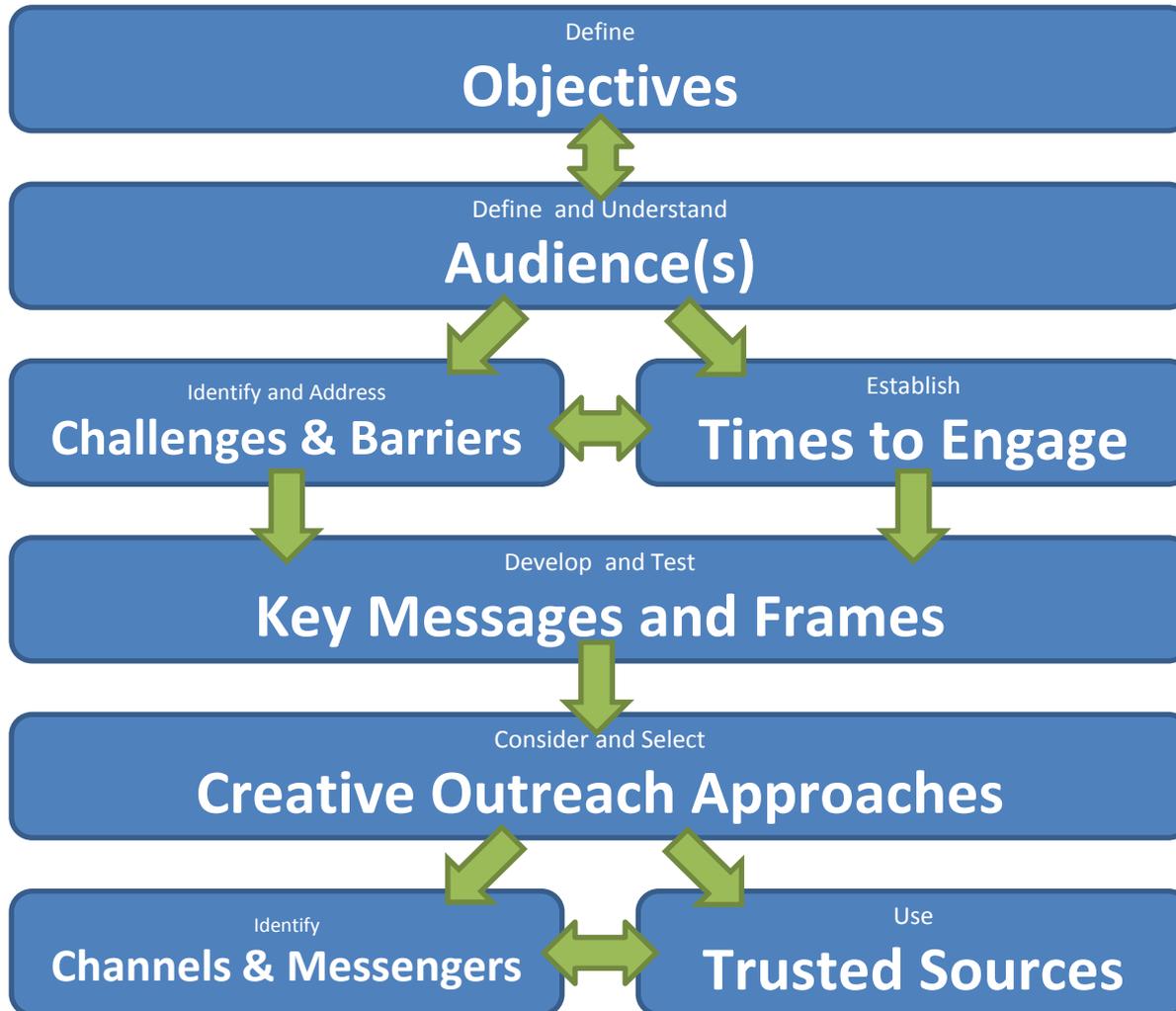
December 18, 2013, 1:00-2:30 PM (EST)

Register at: [www2.gotomeeting.com/register/844180762](http://www2.gotomeeting.com/register/844180762)

- Files and audio recordings of all webcasts will be available at: [www.epa.gov/statelocalclimate/web-podcasts/index.html](http://www.epa.gov/statelocalclimate/web-podcasts/index.html)



# Communications Framework



**New website material in development**

**We need your feedback!**

- Enter comments in the GoToMeeting control panel
- Respond to exit questions

# Contact Information

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**Emma Zinsmeister**

Lead Local Climate Strategy Analyst

U.S. Environmental Protection Agency  
State and Local Climate and Energy Program

[zinsmeister.emma@epa.gov](mailto:zinsmeister.emma@epa.gov)

202-343-9043

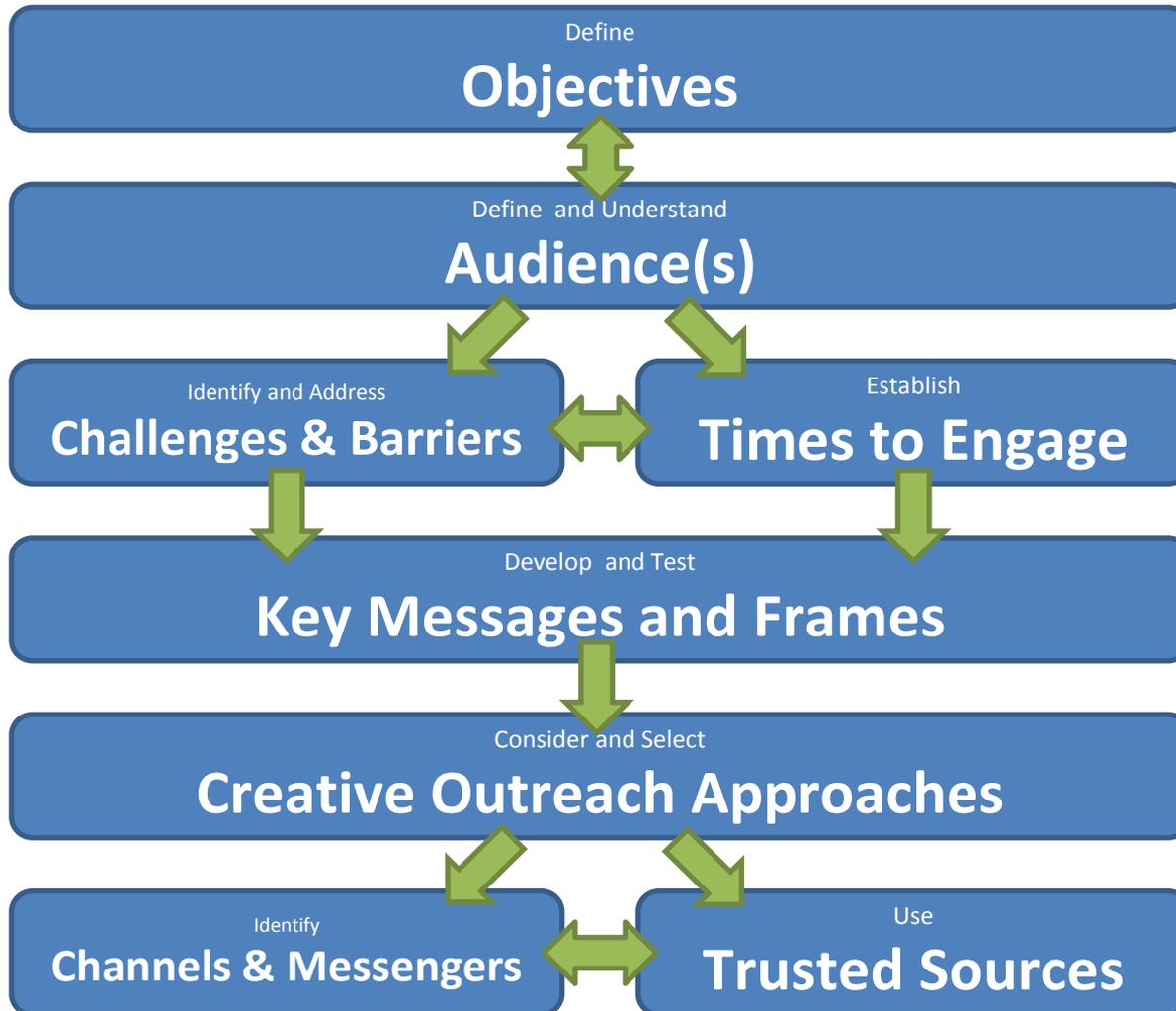
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