

U.S. EPA's Local Climate and Energy Webcast Series

Presents:

Gaining Support and Attracting Participation through Communication

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**

Gaining Support and Attracting Participation through Communication

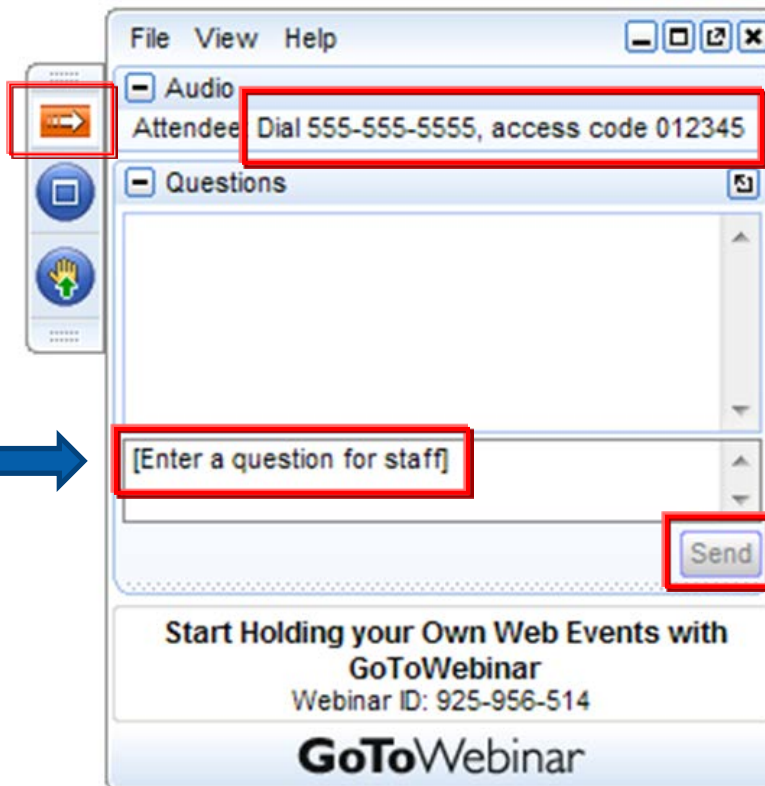
December 4, 2013

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

Webcast Agenda



- **Welcome and Introduction**
Emma Zinsmeister, U.S. EPA State and Local Climate and Energy Program
- **Communicating with Purpose – Communicating for Change**
Susanne Moser, Ph.D., Susanne Moser Research & Consulting, Stanford University
- **Communicating with Global Warming's Six Americas: Understanding & Reaching Diverse Audiences**
Connie Roser-Renouf, Ph.D., George Mason University
- **Using Effective Communication Methods to Ensure the Long-Term Success of State and Local Climate & Clean Energy Programs**
Samantha Kappalman, Maryland Department of Environment
- **Engaging Municipal Officials**
Robert Graff, Delaware Valley Regional Planning Commission
- **Panel Discussion, Q&A Session, Optional Feedback**

U.S. EPA's State and Local Climate and Energy Program

Bridging the Gap Across Environment and Energy Decision-Making



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



Communications Methods for State and Local Climate and Clean Energy Programs



Three-part webcast series

Gaining Support and Attracting Participation through Communication – Today!

The Role of Communication in Ensuring Sustained Behavior Change

December 11, 2013, 1:00-2:30 PM (EST)

Register at: www2.gotomeeting.com/register/625107898

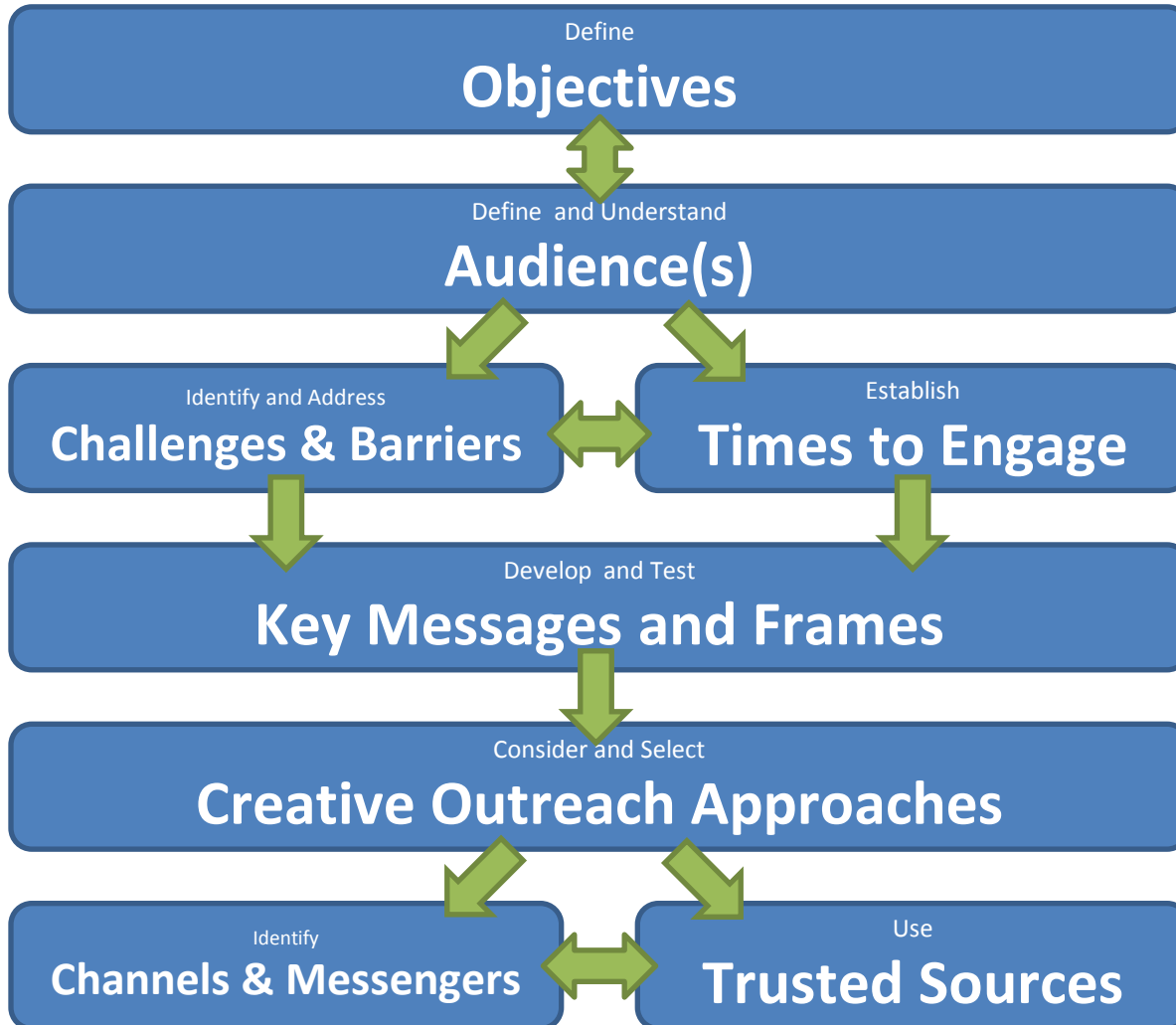
Using Effective Communication to Showcase Program Results

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

Register at: www2.gotomeeting.com/register/844180762

- **Files and audio recordings of all webcasts will be available at:**
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



Emma Zinsmeister

Lead Local Climate Strategy Analyst

U.S. Environmental Protection Agency

State and Local Climate and Energy Program

zinsmeister.emma@epa.gov

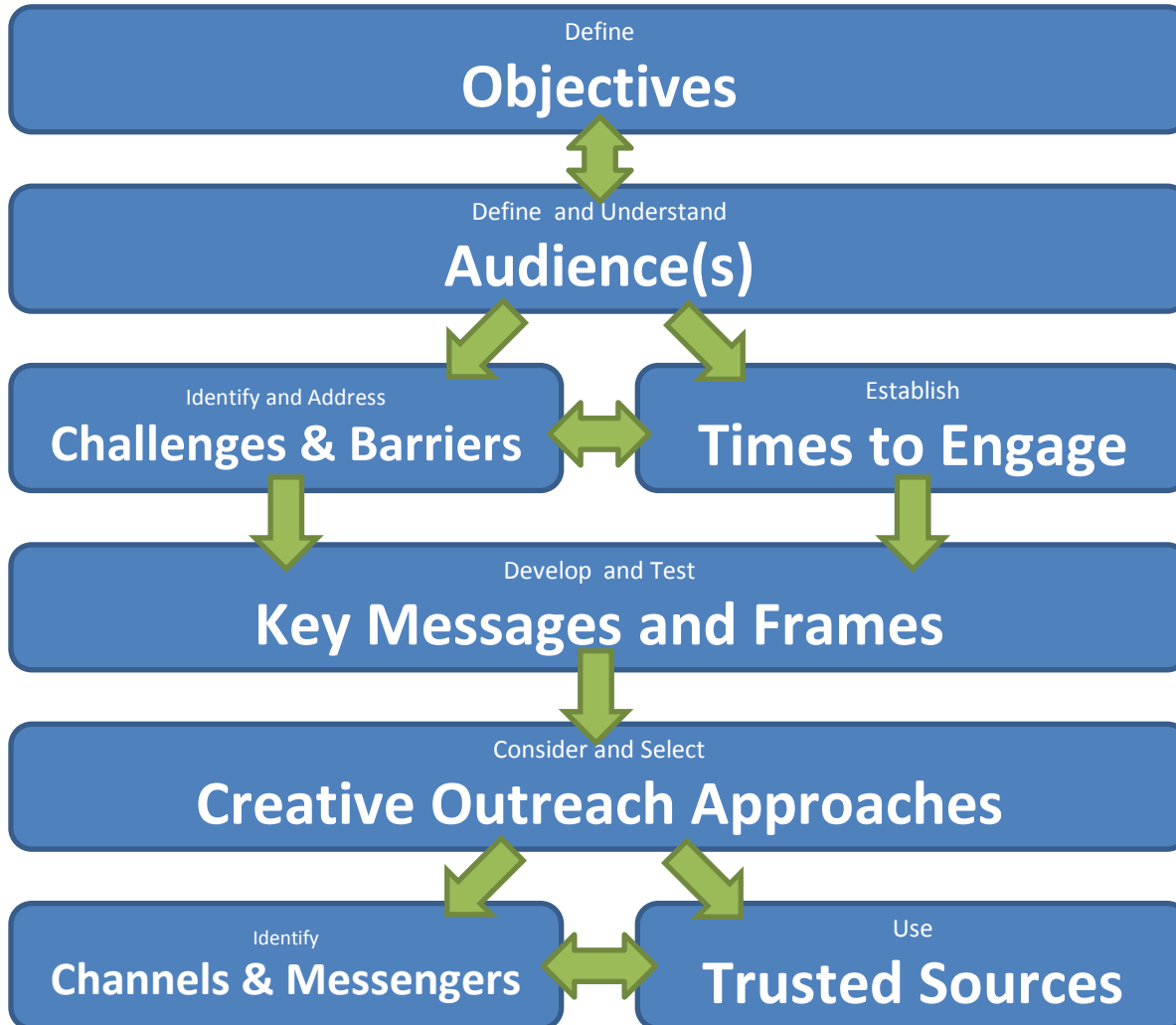
202-343-9043

Webcast Agenda



- **Welcome and Introduction**
Emma Zinsmeister, U.S. EPA State and Local Climate and Energy Program
- **Communicating with Purpose – Communicating for Change**
Susanne Moser, Ph.D., Susanne Moser Research & Consulting, Stanford University
- **Communicating with Global Warming's Six Americas: Understanding & Reaching Diverse Audiences**
Connie Roser-Renouf, Ph.D., George Mason University
- **Using Effective Communication Methods to Ensure the Long-Term Success of State and Local Climate & Clean Energy Programs**
Samantha Kappalman, Maryland Department of Environment
- **Engaging Municipal Officials**
Robert Graff, Delaware Valley Regional Planning Commission
- **Panel Discussion, Q&A Session, Optional Feedback**

Communications Framework



**New website
material in
development**

**We need your
feedback!**

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