US EPA ARCHIVE DOCUMENT

Using Effective Communication Methods to Ensure the Long-Term Success of State and Local Climate & Clean Energy Programs

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Messaging

Maryland's Greenhouse Gas Reduction Plan Message Triangle

Maryland is vulnerable. We CAN make a difference through our actions.

Climate Change is real. Scientists Agree.
It's harmful and human caused.
The time to act is now.

Under Governor Martin O'Malley's leadership, Maryland is moving forward to address climate change with a *Plan* that will reduce greenhouse gases 25% by 2020.

The *Plan* is a comprehensive framework that will result in a 55 million metric ton reduction in Greenhouse Gas emissions, approximately $1.6 billion in economic benefits, support more than 37,000 jobs and positively impact public health.

Climate change is real.

Scientists agree.

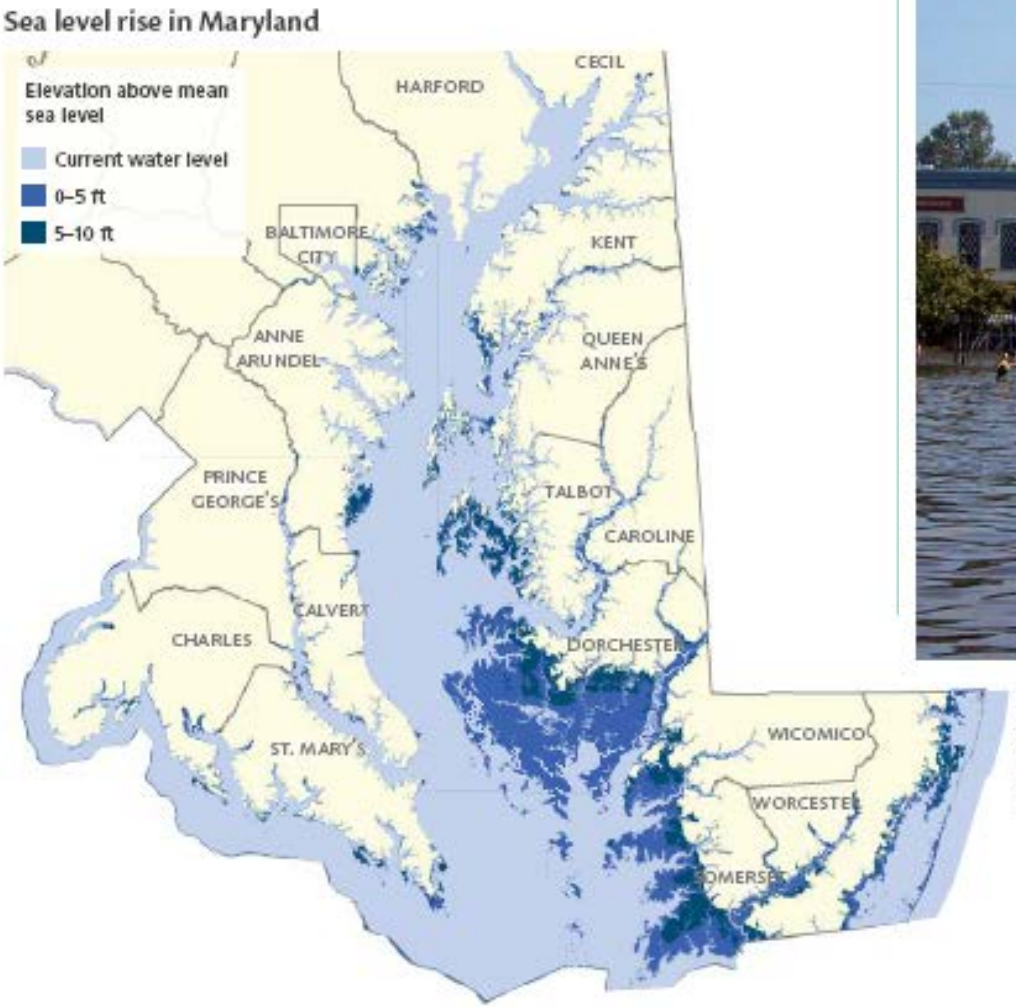
It's happening now.

It's harmful and human-caused.

We can make a difference through our actions.

http://www.guardian.co.uk/environment/video/2012/dec/12/chasing-ice-iceberg-greenland-video

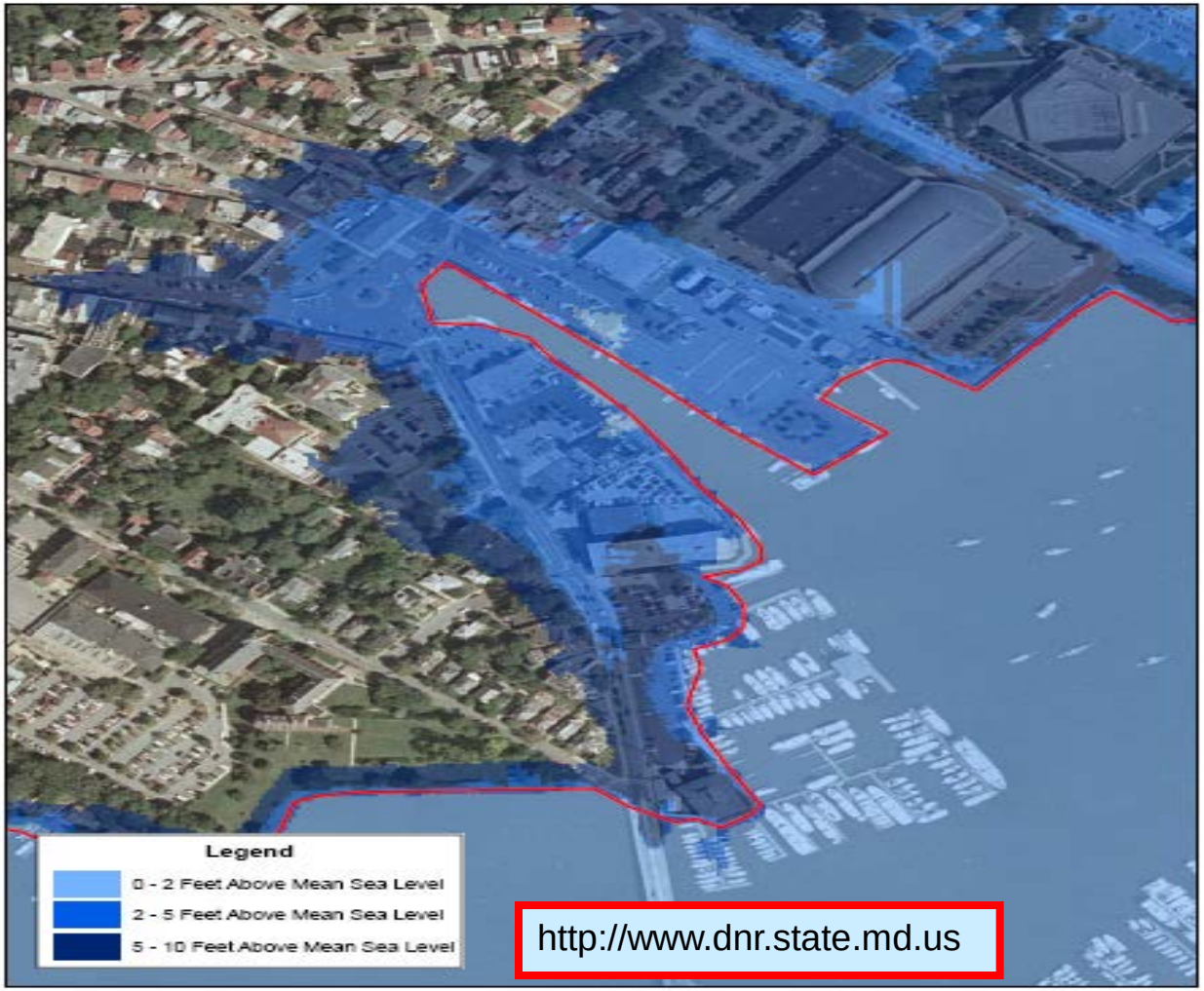
Sea Level Rise is REAL



DON BOESCH

Vulnerability to sea level rise in the coastal areas of Maryland, calculated using LiDAR (Light Detection and Ranging) elevation data. Elevation data were not available for Baltimore City, Harford County, and Prince George's County.

Maryland's Vulnerability to Sea Level Rise & Coastal Storms



http://www.dnr.state.md.us

Cost of Inaction

Temperature is projected to increase substantially, especially due to higher emissions.

Sea level rise is likely to accelerate, inundating hundreds of square miles of wetlands and land.

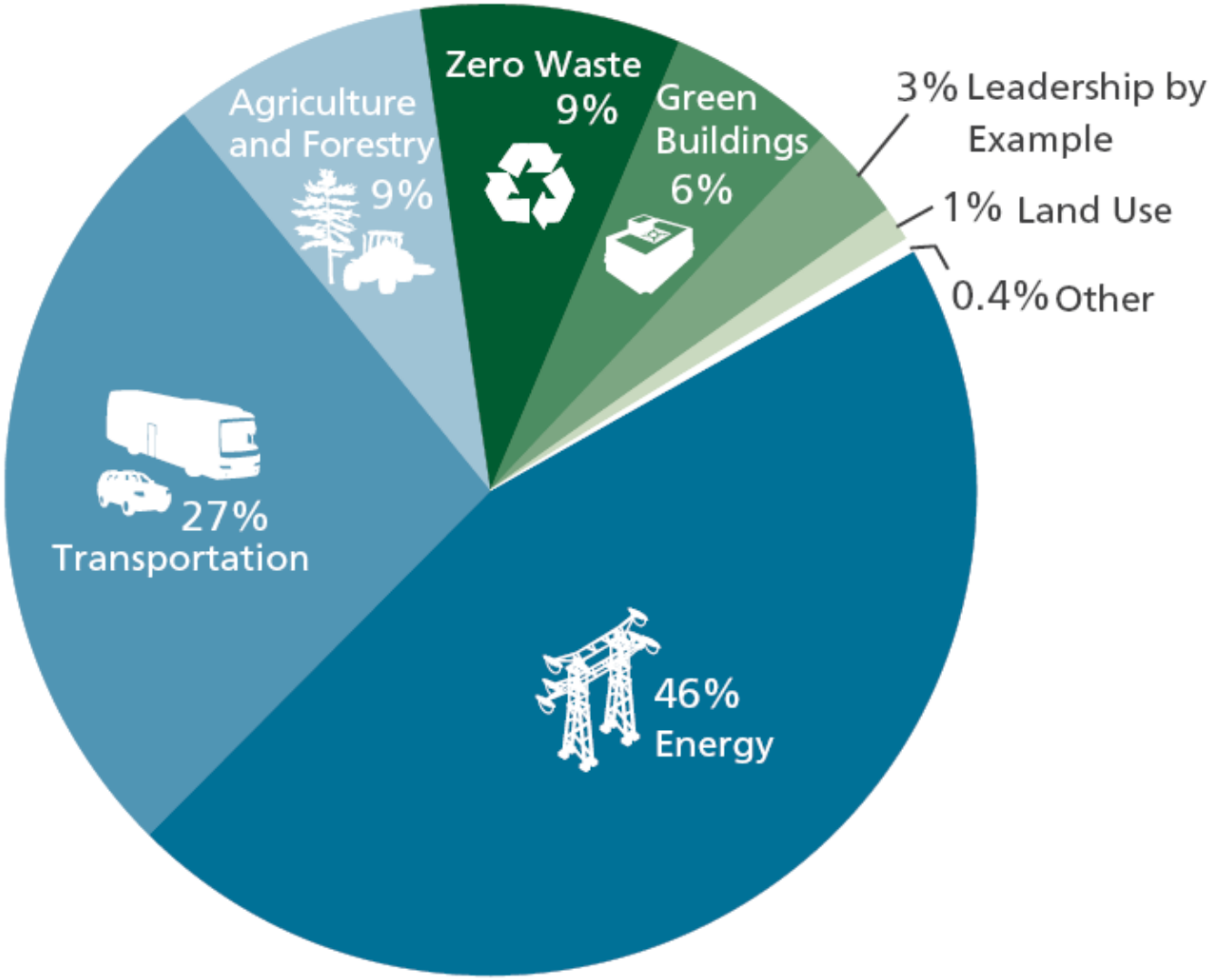
Rain and wind from hurricanes are likely to increase.

Precipitation is projected to increase during the winter and become more episodic.

Urban flooding will likely worsen because rainfall events will be more intense.

Health risks due to heat stress will increase.

Percent annual reduction of carbon-dioxide equivalent by sector



What you can do

Engaging the Public

Energy and Green Buildings go hand-in-hand

- Use energy-saver light bulbs, such as compact fluorescents.
- Purchase *Energy Star* appliances, electronics, and lighting.
- Unplug all electronics when not in use, for example: your cell phone charger, TV, toaster, coffeemaker, computer.
- Install ceiling fans, window fans, and whole-house fans as a low-energy way to cool the house in summer.
- Upgrade your heating and cooling system with an energy-efficient one, including a programmable thermostat.
- Clean the lint filter on your dryer for higher efficiency, or hang your clothes outside on a line to dry (or inside on a rack).
- Sign up for renewable energy through your electric company.
- Weatherproof your home, sealing cracks and gaps.
- Buy furniture made from sustainable materials, such as bamboo and reclaimed wood.
- Use a reel lawnmower, which is quiet and has zero emissions.
- Always maintain your septic system, including gas emissions.
- Opt out of paper catalogs, phone books, and other 'junk' mail.
- Bring reusable canvas totes to use at the grocery store.
- Buy your produce locally to decrease the amount of vehicle miles that your food has to travel.
- And, remember, always *reduce, reuse,* and *recycle!*

Newspaper Headlines

THE BALTIMORE SUN

O'Malley crafts stricter plan to fight climate change

Bloomberg

Maryland's O'Malley Boosting Renewable Energy as Seawater Rises

The importance of Maryland's leadership on climate change

State leaders like Martin O'Malley are pushing the nation to address carbon pollution

Clean Technica

Maryland Governor Unveils Strongest US Plan To Fight Climate Change

DAILY KOS

THU JUL 25, 2013 AT 08:41 AM PDT

Maryland Gov. O'Malley lays out stellar climate change plan

Climate Communication Consortium of Maryland's Mission

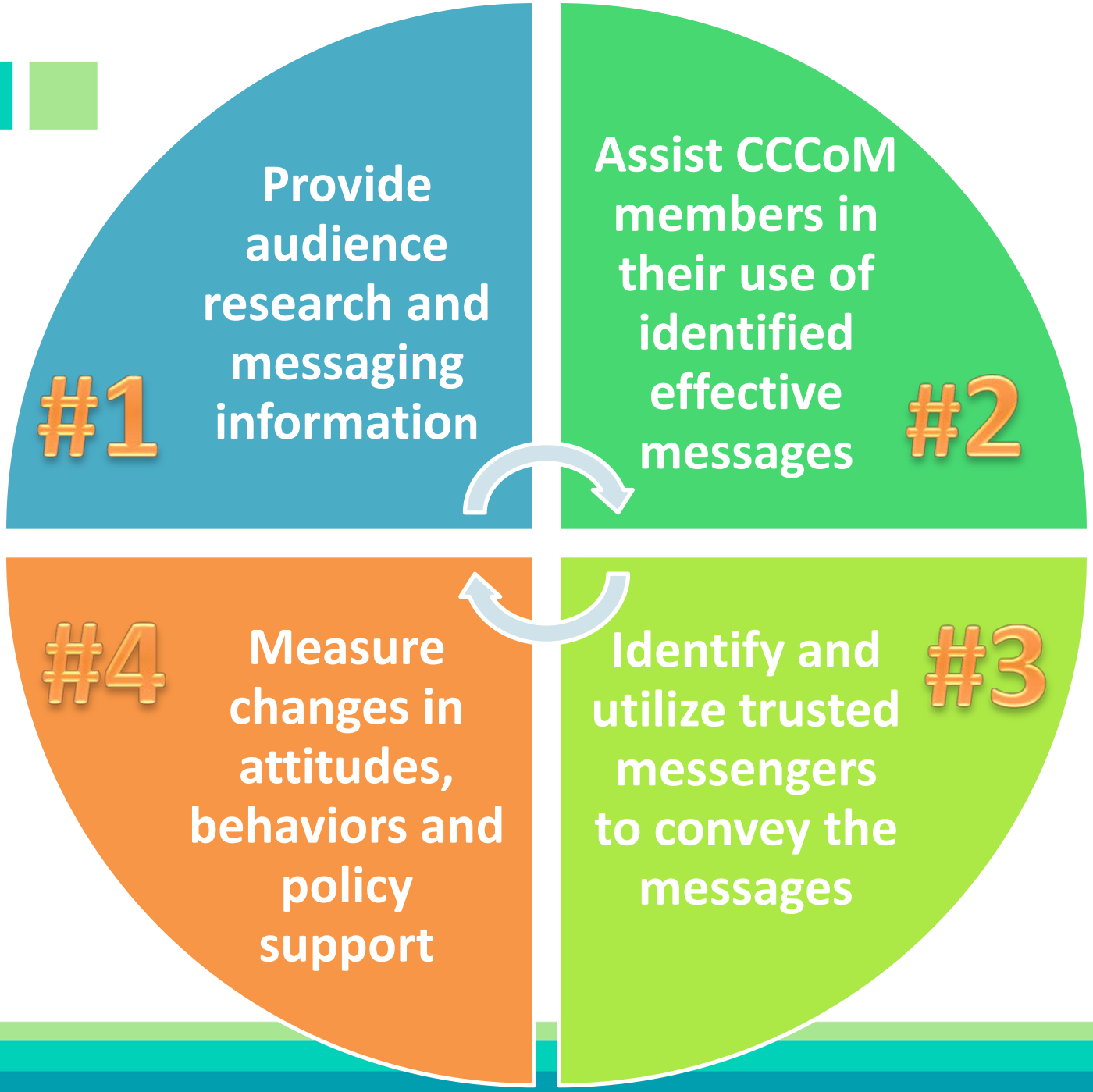
The Consortium's mission is to **broaden and deepen public engagement** in climate change and energy issues across all of Maryland's communities and sectors by **encouraging and facilitating collaboration** in the communication efforts of government agencies and elected officials, businesses, non-profit organizations, advocates and citizens.

www.climatemaryland.org

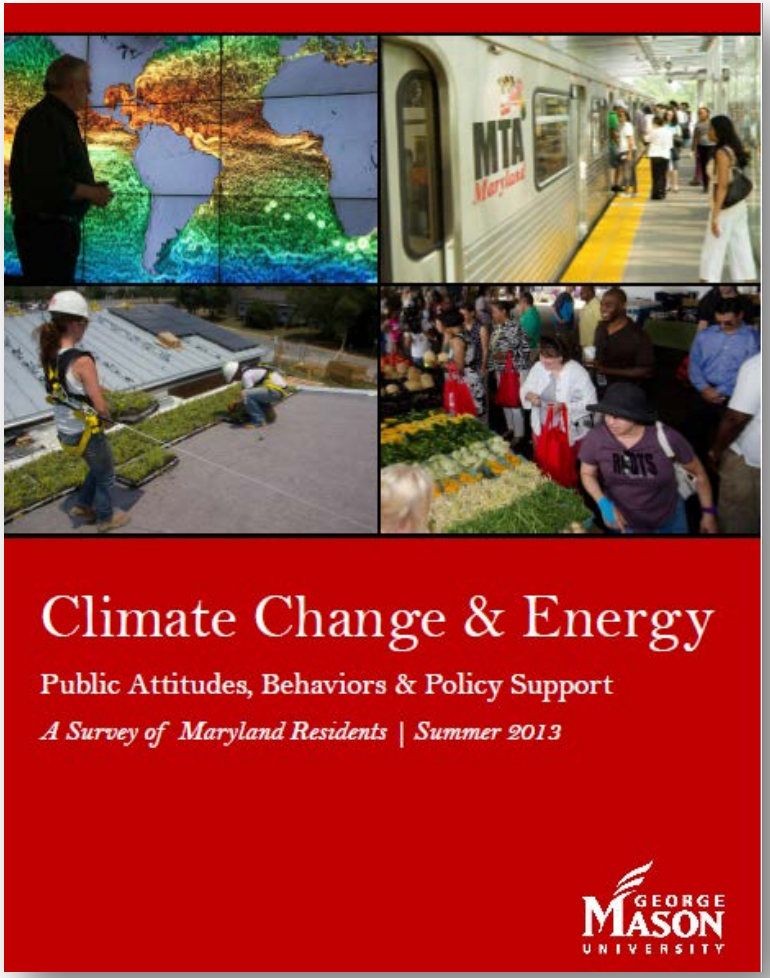
Goals

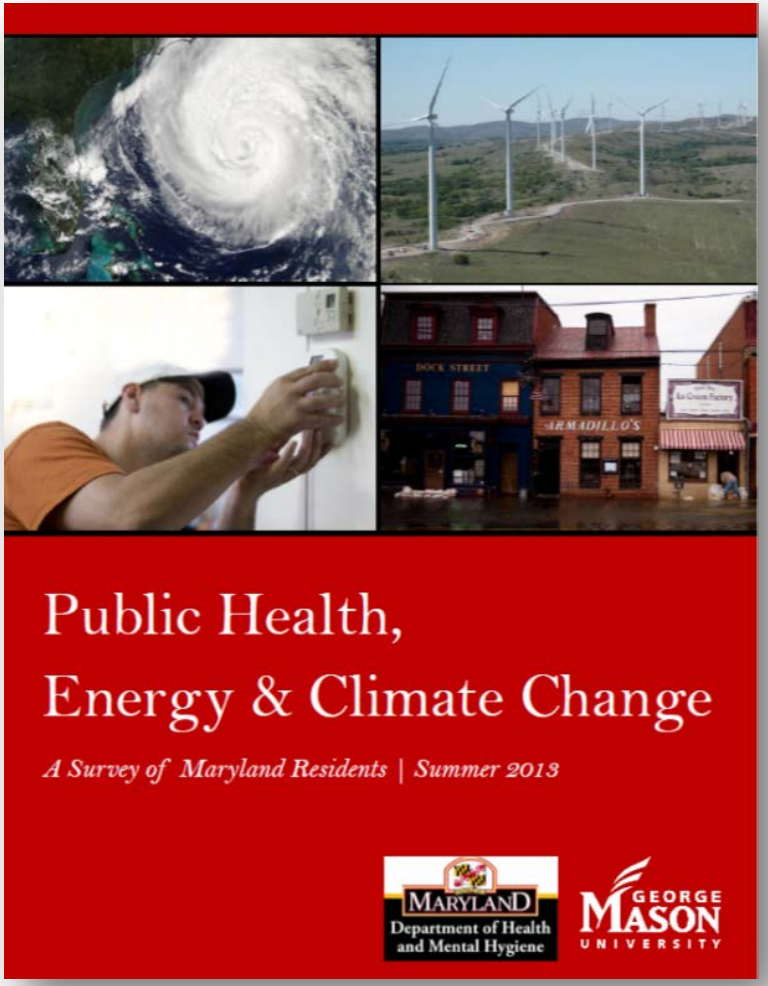
Simple clear messages, repeated often,

by a variety of trusted sources


#1
Provide audience research and messaging information
#2
Assist CCCoM members in their use of identified effective messages
#3
Identify and utilize trusted messengers to convey the messages
#4
Measure changes in attitudes, behaviors and policy support

Public Opinion Polling





climatechange.maryland.gov

Public Opinion on Global Warming

Alarmed	Concerned	Cautious	Disengaged	Doubtful	Dismissive

Highest Belief in Global Warming
Most Concerned
Most Motivated

Lowest Belief in Global Warming
Least Concerned
Least Motivated

US	16%	26%	25%	5%	15%	13%
	43%				28%	
MD	23%	39%	19%	5%	10%	5%
	62%				15%	

George Mason University www.climate changecommunication.org

Localization of Messages on the Scientific Consensus

- **Trust in scientists as a source of information on climate change can be significantly higher when a local scientist is used** than with the numerical consensus percentage alone.
- **People responded differently to different scientists**
- **Moderates and conservatives may respond better to use of a local scientist in messaging than liberals**

More than 97% of climate scientists have concluded human-caused climate change is happening.

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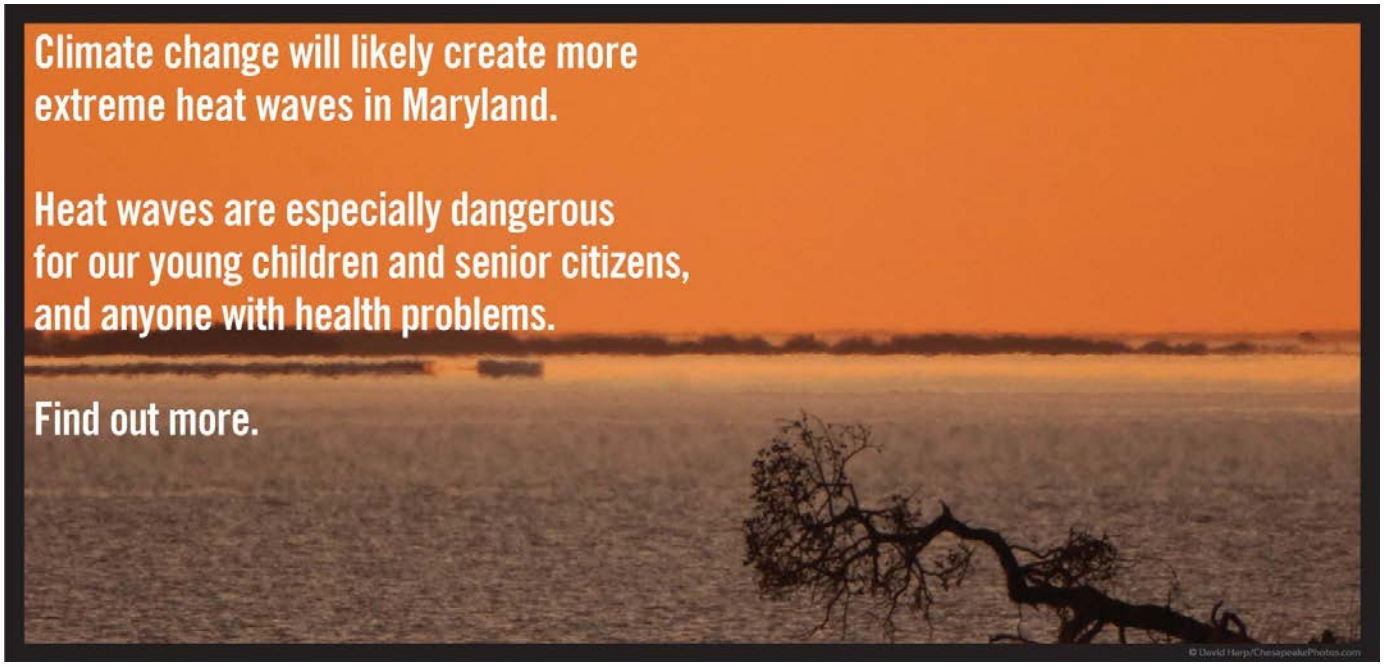
University of Maryland's William Boicourt is one of them.

Meet him.



There's something important *you* can do for Maryland's climate.

When it comes time to replace your car or truck, choose one that gets closer to 40 miles per gallon, instead of 20, to cut your gasoline costs and associated heat-trapping emissions.

Or, consider buying a hybrid electric or all-electric vehicle, which produce no tailpipe emissions.

What’s next

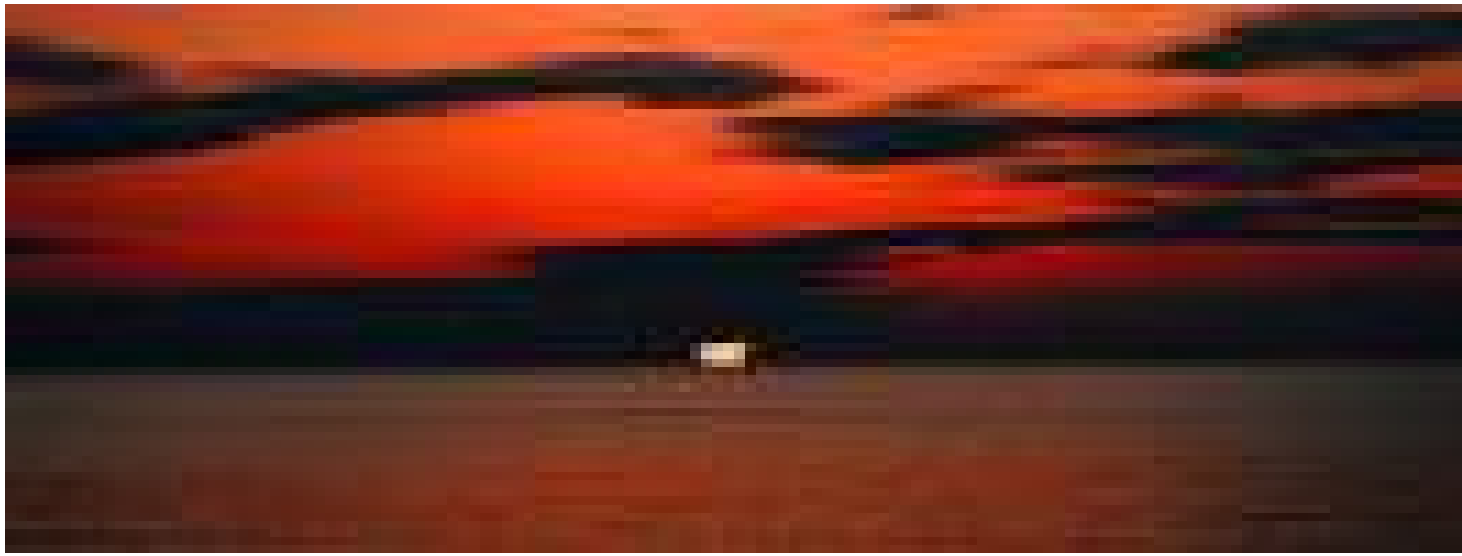
Consortium Plans 2013-2014

- Implementation of calendar of monthly messaging opportunities
- Localization of “scientific consensus” with Maryland’s climate scientists
- Speakers’ bureau
- Repeat of survey, Spring 2014, of adult Marylanders
- Continued message testing
- Broadening of organizational membership

MDE Plans 2013-2014

- Implementation of education & outreach campaign
- Speakers' bureau
- Increasing awareness of Maryland energy efficiency programs for businesses and residents
- Spreading the Climate Change message to those that haven't been reached

Questions?



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