

RESILIENT CENTRAL COAST COMMUNITY ACTION CAMPAIGN

DRAWDOWN – RESILIENCE – EQUITY

SUMMARY

Resilient Central Coast Community Action Campaign is a multi-prong approach to activating community response to the climate crisis spanning six central coast counties. The Campaign goals are to: 1) draw down greenhouse gas (GHG) emission, 2) increase resiliency, and 3) advance equity. The long-term vision of this multisector, regional project is to engage over 500,000 Central Coast residents to take actions that prepare for climate change and reduce 1M MTC02e by 2030, helping to halve the 40% of US emissions that come from five daily household activities by this critical deadline and centering equity in our response.



BACKGROUND

Resilient Central Coast is a high-tech, high-touch campaign that achieves measurable progress towards reducing the 40% of US emissions coming from five activities we do at home every day (home heating/cooling and energy use, transportation, our food choices and what we put into the landfill) as well as preparing communities to be resilient in the face of climate change impacts. By activating micro-community leaders (think block leaders, co-worker and [church groups](#), Girl Scout troop leaders, civic clubs, and [university groups](#)) the campaign also increases resiliency and achieves equity gains by driving engagement on priority actions using community building, training and a central online organizing platform. Resilient Central Coast will be delivered locally in up to six central coast counties from Ventura to Santa Cruz with central online tools, training resources and marketing. This local delivery parallels similar efforts throughout California and the United States, and the Central Coast team is in close coordination with those partner efforts, many of which are being provided through Community Climate Solutions, the nonprofit engagement arm of the [BrightAction platform](#).

The Central Coast campaign concept was sparked by the City of Santa Cruz and Ecology Action in 2018 due to the absence of clear direction or a comprehensive resource for city residents interested in responding to the climate emergency. This led to discovery processes with nonprofits and agencies throughout the Central Coast. The Campaign, driven by Ecology Action, is now being led by a five-member cross-sector regional team and has enrolled over two dozen local agencies to fund and participate in the campaign. It benefits local agencies by providing a central accessible, bilingual (Spanish) online resource with the information residents need to take action to prepare for climate change and disasters and reduce their carbon emissions. As such it meets agency goals for climate adaptation, resiliency and climate action plan community outreach, while tracking measurable outcomes such as actions taken and their resulting GHG reductions using a UC Berkeley approved carbon calculator based on EPA metrics.

CAMPAIGN STATUS

The campaign will be launching BrightAction platform sites to serve residents of the Counties of Santa Cruz, Santa Barbara, San Luis Obispo and Ventura. We hope to secure funding from Monterey and San Benito Public agencies to launch those sites later in the year. The campaign's non-profit leaders, Ecology Action and Community Environmental Council will provide marketing and outreach support to participating cities and counties. Once platforms are launched, the Campaign will kick off to enroll community members to start taking action!

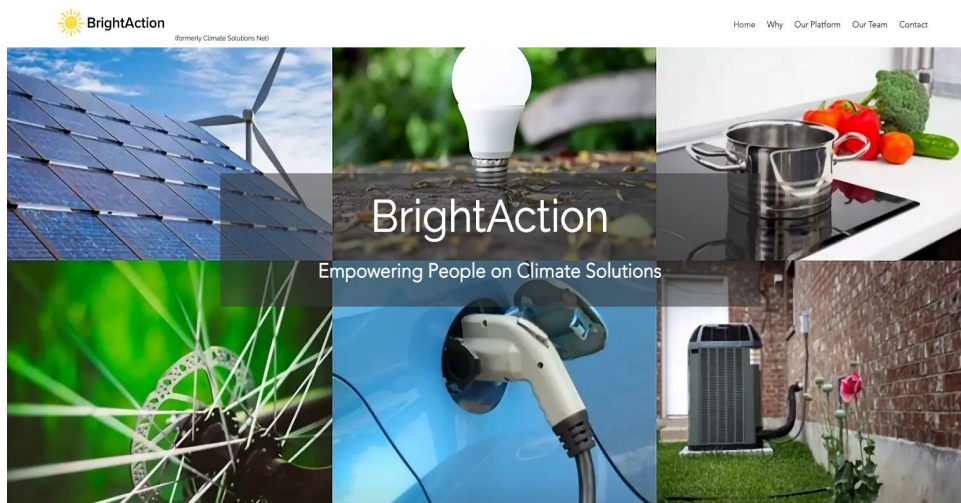
Keep an eye out for the launch of [ResilientSantaCruzCounty.org](#) later this year!

CAMPAIGN CONTENT

The websites provide a carbon calculator, local information on actions with links to resources, emissions reductions calculations, and the ability to for teams to work together and participate in challenges. The following topic areas are all represented on the sites. As we can secure additional donor and grant funding, outreach and central learning opportunities can be added to online efforts. The training meeting topics covered are broad beginning with orienting new leaders to their role and building leadership skills then diving into local climate preparedness and mitigation content which currently includes the following. (Equity actions will be added to each in 2022.)

- ✓ **Emergency Preparedness part 1** - Local Disasters/Resources & Create your plan.
- ✓ **Emergency Preparedness part 2** - Create your kit.
- ✓ **Be Energy Smart/Clean Energy Home** - introduction to home energy use and climate solutions.
- ✓ **Shift Your Ride** - introduction to transportation and climate solutions, with resources and key actions.
- ✓ **Eat Green, Waste Less** - introduction to diet and waste generation and climate solutions.
- ✓ **Be Water Wise** - introduction to water saving strategies, highlighting local resources and key actions
- ✓ **Community Resilience & Projects** - introduce community resilience concept and organizing teams to plan projects for their community.
- ✓ **Celebration** of campaign success and plan for continuing participation

A full complement of supporting materials is provided by BrightAction for each meeting, including: leader directions, agenda, videos, resource sheets, discussion questions and a game, quiz or activity. Curriculum is also available for public school teachers to utilize.



JOIN IN!

For more information, to join, or to provide support, please contact:

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