

Proposal for Earth Hour City Challenge Funds to Advance Public Participation in the Fifth Annual Southeast Florida Regional Climate Leadership Summit

Introduction

In October 2009, Broward County hosted the first Southeast Florida Regional Climate Leadership Summit (Summit) which brought activists, elected officials and the public together to discuss the impact of global climate change on the Southeast Florida region. This Summit resulted in a 4-County commitment to mitigate and adapt to the local impacts of climate change known as the Southeast Florida Regional Climate Change Compact (Compact). In the time since, the Compact Staff Steering Committee has developed a series of technical tools, held annual Summits, convened stakeholders to develop mitigation and adaptation strategies, and compiled the Regional Climate Action Plan (RCAP). After rotating through the other Compact County partners, Broward will again host the Summit in 2013 and gather leaders to advance the shared vision of the RCAP to build a more resource efficient, energy independent, and climate resilient Southeast Florida. The 2013 Summit also presents the opportunity to begin to implement the RCAP's public outreach goal to "Communicate the risks related to climate change and the value of adapting policies and practices to achieve resilience throughout the region."

Over the past three years, the Compact has accomplished major research and planning milestones: the Compact agreement, a regional greenhouse gas inventory and vulnerability analysis, a unified sea level rise methodology, a shared legislative program, and the Regional Climate Action Plan. In the coming year, the four counties will move into the implementation phase of our effort. Building a climate resilient region will go beyond government operations and involve every aspect of the community and community life. As such, we would like to make the 2013 Climate Leadership Summit more accessible to a broader audience.

Broward County can use the hosting of the 2013 Summit to launch a large-scale public outreach campaign to engage all of Southeast Florida into the conversation about our risks, our opportunities, and our future in a changing world. While previous summits have attracted 150 –

300 high-level decision makers each year, no small success in its own regard, the next summit could focus on maintaining this strategic inclusion and involvement, while exploring new strategies to engage a broader segment of the general public. Using a multi-generational, multi-lingual, multi-media approach, the 2013 Summit can be the focal point of a new outreach campaign aimed to increase understanding by the general public of the unique risks of climate change to Southeast Florida's 5.5 million residents, the vulnerability to our public and private investments, and the strategies to ensure long-term sustainability of our economy and natural environment.

Objectives, Tasks, and Deliverables

Objective 1: Develop a multi-generational, multi-lingual, multi-media outreach strategy to drive broader participation in the Summit.

Task 1a: Seek Multi-lingual media coverage.

1a Deliverables:

- Share, in many languages and through news vehicles, the need for the whole community to understand our shared climate vulnerability and engage in positive actions to become more sustainable and resilient.

1a Performance Measures:

- Three (3) local news articles, two (2) national articles, and one (1) radio piece. Of all coverage, at least one should be in Spanish and one in Creole.

Task 1b: Develop local talent. Work with local universities to engage journalism, documentary film, and communications majors to lend support to the outreach/media campaign.

1b Deliverable:

- Develop student internship positions for the campaign.

1b Performance Measure:

- One (1) intern working on web content, social media, video and print pieces for a six-month period before and during the Summit.

Task 1c: Keep the media and local community engaged after the event.

1c Deliverable:

- Write post-summit op-ed pieces, to share with the public the accomplishments of the Summit, how to access event materials, and to provide information and education on some of the major issues related to global climate change and our efforts to reduce local impacts with the community at-large.

1c Performance Measure:

- Have at least one (1) op-ed piece published.

Objective 2: Plan and host the Fifth Annual Southeast Florida Climate Leadership Summit

Task 2a: Broward County and our Compact partners have four years' experience in planning and running this large-scale public outreach event. A successful annual conference of planners, scientists, elected officials, and leaders in the public and private sector, the Summit has become the must-attend event of the year for individuals interested in creating a resource efficient, ecologically and economically sustainable, and climate resilient Southeast Florida.

The Core Summit program usually includes technical workshops on Thursday morning, general summit presentations and panels and on Thursday afternoon, and special sessions on Friday morning for the targeted engagement and commitment of elected officials. As the event organizer and host of the original kick-off Summit in 2009, Broward is excited and fully committed to coordinate planning with the Compact partners and to host the Fifth Annual Climate Leadership Summit in 2013.

2a Deliverable: Two-day Climate Leadership Summit.

2a Performance Measure: Two-hundred (200) high level decision-makers, stakeholders, and interested parties from across the four-county region engaged in the discussion of local climate vulnerability and regional action to build resiliency.

Objective 3: Broaden the dialogue on climate by attracting diverse and less traditionally engaged audiences to participate in the 2013 Climate Leadership Summit.

Task 3a: Identify core groups who have a role in building a climate resilient community and have not yet engaged on the topic. Establish relationships with key individuals in each target group to coordinate appropriate outreach and participation strategies.

3a Deliverables:

- A list of new target groups.
- Identification of leaders from each group.

New target groups might be defined as:

- Educators
- Business leaders
- Journalists
- Scientists & Engineers

- Citizens, NGO's, & civic groups
- Local food, agriculture, & health care specialists
- Youth

3a Performance Measures:

- Commitment and shared outreach plan from six (6) target community leaders to drive participation in Summit.
- Follow-up plan to keep these new voices informed and engaged after the event.

Task 3b: Improve accessibility of the 2013 Summit to the public. Use internet technology to increase equity and accessibility of the information and resources shared at the Summit.

3b Deliverables:

- Reduced or eliminated registration fee for the public.
- Set up Live Web-cast during the Summit.
- Provide real-time translation of core sessions in Spanish and Creole.

Objective 4: Advance implementation of the Regional Action Plan.

- Two hundred (200) stakeholders in regional climate change planning and action engaged in active and public dialogue about their role, progress made, and next steps.

Proposed Budget

CATEGORY	DESCRIPTION	GRANT REQUEST
Media	College Intern (media focus) 6 months part-time	\$7,000
	Print and Web Articles, Op-ed Pieces, and PSA's	\$0.00
	Newspaper and Radio Ads	\$5,000
Summit	Summit Conference Set-up and Staffing Costs (reflects complimentary rooms)	\$12,000
	Event Food and beverage (additional sponsorships could defray these costs)	\$15,000
	Programs and event advertising	\$3,000
	Travel budget for speakers	\$7,000
	Audio and Live webcasting	\$5,000
	Real-time translation services (2 languages) + additional AV and webcast costs	\$10,000
Other	Indirect Charges (9.3%)	\$5,952
TOTAL NEEDED		\$69,952.00