

**The Oregon Global Warming Commission**

***Roadmap to 2020***  
***“Roadshow” Report***



**Executive Summary of Spring/Summer 2010 Public Review of  
“Roadmap to 2020” Actions to Meet Oregon’s 2020 Greenhouse  
Gas Reduction Goal**

**Roadmap to 2020 Adopted by the Oregon Global Warming  
Commission on October 28, 2010**

full “Roadshow” report at  
[http://www.keeporegoncool.org/sites/default/files/OGWC\\_Roadmap\\_2020\\_Roadshow\\_Survey\\_Phase\\_1\\_Report\\_Combined.pdf](http://www.keeporegoncool.org/sites/default/files/OGWC_Roadmap_2020_Roadshow_Survey_Phase_1_Report_Combined.pdf)

**OGWC Roadmap to 2020**  
**Phase 1 Summary Report**  
Updated August 19, 2011

### **Introduction**

A 25-member commission created in 2007 by the State, the Oregon Global Warming Commission is charged with helping coordinate statewide efforts to reduce greenhouse gas emissions and guiding the state toward its climate goals. In 2007, Oregon adopted greenhouse gas reduction goals which include cutting greenhouse gases 10 percent below 1990 levels by 2020; and achieving a minimum 75 percent reduction from 1990 levels by 2050.

To lay out a statewide strategy for meeting these goals, the Commission developed an Interim Roadmap to 2020 in Spring 2011, with an associated set of recommendations for energy, materials management, industrial use, and transportation/land use. The Commission also authorized a “roadshow” initiative to communicate the draft recommendations to Oregonians, and elicit their reactions and comments.

This first – “Phase 1” – outreach strategy had ambitious goals with limited resources. With guidance from OGWC Chair Angus Duncan, assistance from PSU Graduate Intern Elizabeth Decker, and the diligence and creativity of a committed consulting team, the following were accomplished from April to June, 2011.

- **Five public workshops:** Bend, Medford, Eugene, Portland/Multnomah County (2) that engaged more than 125 participants.
- Eighty eight (88) completed detailed **feedback forms** on key roadmap themes, or propositions.
- More than 15 **additional Roadmap presentations and discussions** to State and local government elected officials, citizen boards and staff; legislators; University classes; and business, labor and faith organizations.
- Outreach to and through 40 **listserves** and associated organizations representing a broad cross-section of Oregon stakeholders and perspectives.
- More than 2,200 **online survey** responses.

### **Report organization**

This document presents a summary of Phase 1 outreach activities. First, high-level survey results are presented followed by workshop comments and associated feedback forms. Appendices included detailed open -ended comments from the survey, workshop discussions and feedback forms.

### **Survey Results**

The online survey was conducted using survey technology from Portland-based Fuse Insight Labs and survey design by Portland-based Mesh Strategic Partners in consultation with Cogan Owens Cogan, LLC and the OGWC Chair. The survey technology enabled the OGWC to replicate an interview experience with over 2,200 Oregonians from all over the state. This allowed the OGWC to gain insights about ways to approach climate change that resonate with Oregonians from a variety of geographic, political and ideological perspectives.

Each answer to a question creates a “pathway” down which related follow-on questions can be put in order to deeply understand the user’s point of view. In this survey, over 90 questions were designed. Respondents saw about 40 of them on average, depending on the “path” they chose. Respondents were asked each question one at a time, and then sent to the next question depending on their answer. Opportunities for open-ended responses were liberally afforded, and respondents took full advantage of these with over 3,000 written comments)The results of this design on the respondents’ experience is significant: since they feel “listened to”, completion rates are two to three times higher than an average survey (a 68% completion rate in this case). The time respondents took to thoughtfully write responses was significant. The average completion time was 17 minutes.

In order to design a survey with this level of engagement, a review of other studies and topical literature informed the “pathways” that needed to have follow-up questions. The Climate Leadership Initiative and the Social Capital Project’s, *Climate Communications and Behavior Change* report, which grouped voters into three major groups and 10 subgroups, ranging from “Green” to “Indifferent” to “Highly skeptical” was useful. Communications specialists Renee Lertzman, PhD and Leslie Carlson, Carlson Communications also provided important input about the sensitivity of climate-related communications.

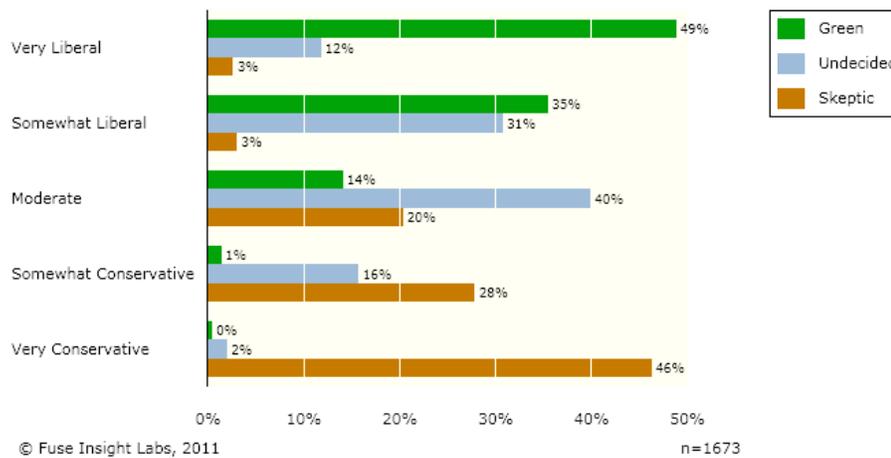
### Recruitment

This survey was deployed via newsletters, emails and traditional media with the help of more than 40 community partners representing a spectrum of business, labor, government and other advocacy groups. More than 20 groups in total brought in over 2,200 responses to this survey from all over the state. Each partner group was given a unique URL to share with their list, which allowed the OGWC to have visibility regarding the origin of the respondents without identifying individuals and their responses. Of the 2,200 respondents, over 1,400 provided their email addresses to the Commission and invited an ongoing dialogue.

The primary purpose of the workshops and online survey was to communicate Roadmap recommendations, invite responses, and open such a dialogue with what is hoped will be an expanding population of interested Oregonians. While the survey would strive for geographic, political, occupational and demographic diversity, the responding Oregonians should not be considered a statistically representative sample. The survey results need to be viewed with this caveat in mind. The upside of the chosen approach was inclusiveness. The downside was that respondents were more likely than the population as a whole to have strong feelings about climate issues, and more strongly favor or oppose State actions than would Oregonians as a whole. While future such Commission surveys will endeavor to develop a broaderspectrum of respondents and opinions, it will continue to favor more participation over more statistically representative responses.

## Survey Results -- Key Findings

### How would you describe yourself in terms of your political outlook?

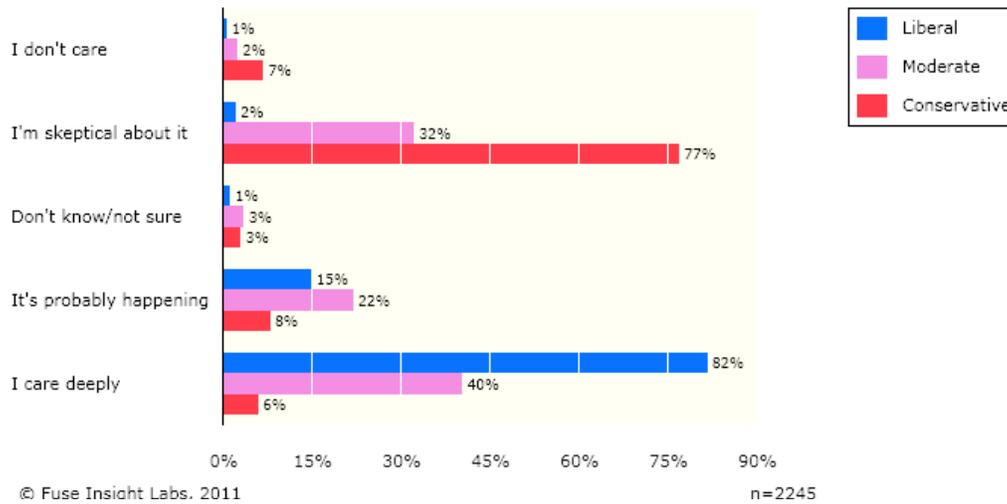


### Finding #1: Respondent's behavioral attitudes toward climate change correlated with their political ideologies.

Predictably, when viewed through a behavioral analysis, most self-identified "Green" respondents were Liberal, most "Skeptical" respondents were conservative and most "Undecideds" were Moderates.

Very few Liberals were skeptic and no self-identified Conservative respondents were green.

**When you hear people talking about global warming, green house gasses, carbon reduction and climate change, which of the following most accurately describes how you feel?**

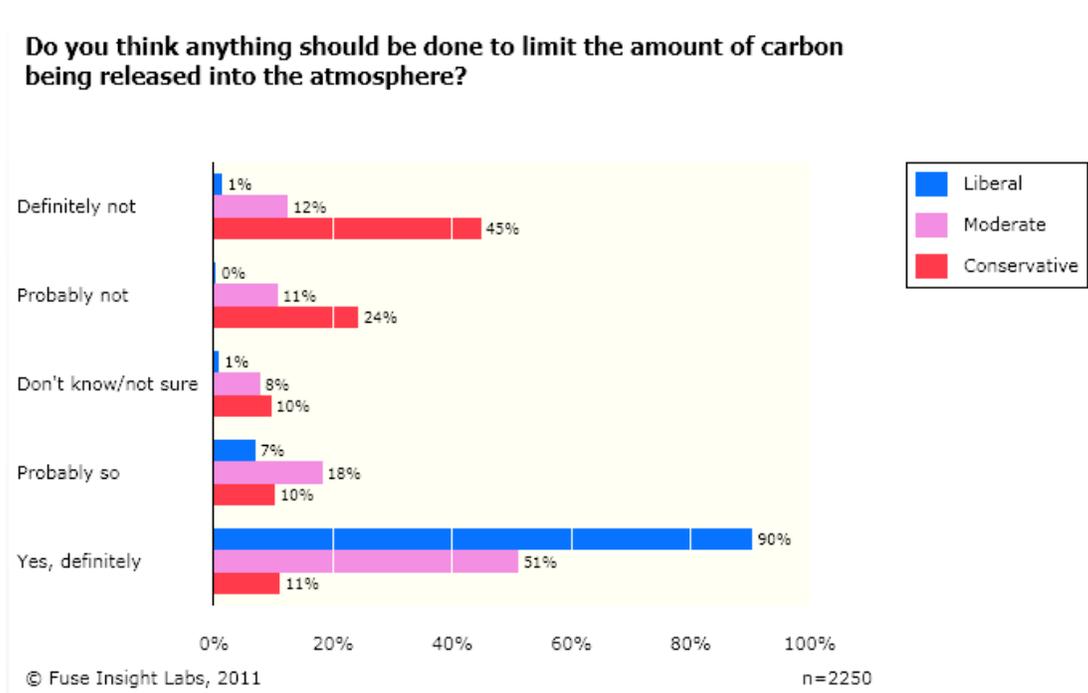


When viewed politically, Conservatives were highly skeptical of climate change in general, while most Liberals cared deeply about it. Moderates were divided but on balance acknowledged the reality of the issue.

While this finding confirms many existing stereotypes, it is very valuable because it enables us to view results in terms of both political and communications contexts. It may also allow us to identify areas where, climate beliefs aside, there are opportunities for citizens to agree on actions that serve more than just climate objectives.

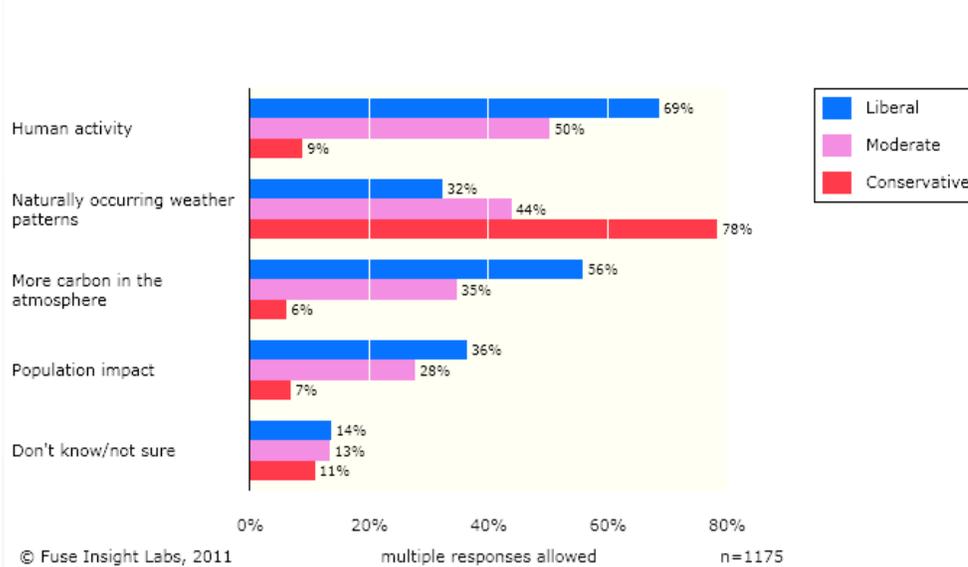
Areas where there is strategic political alignment are also areas where strategic communications designed to inform and educate will be most effective.

**Finding #2: Ideologies create separate realities.**



Conservatives thought that nothing needed to be done to limit carbon in the atmosphere. Liberals felt strongly that something should be done. Moderates aligned decidedly more with acting on climate issues than doing nothing.

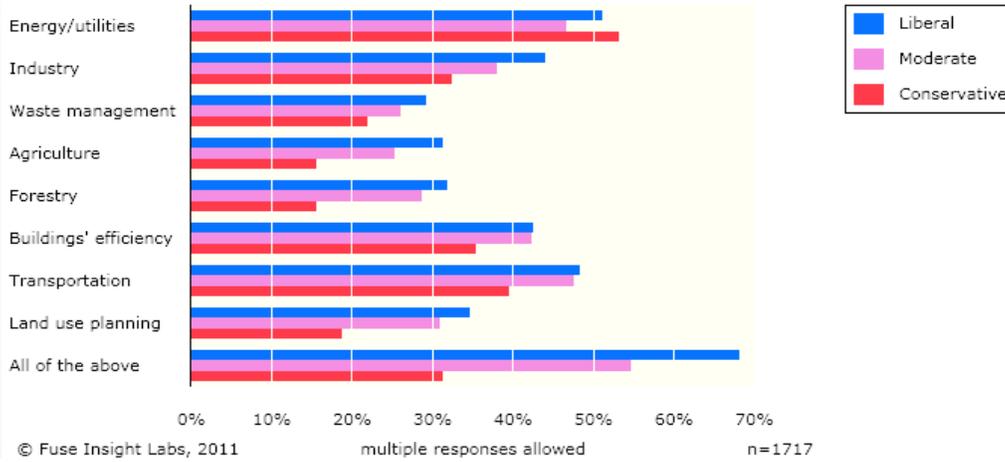
### What do you attribute this change in climate to?



Even when respondents **reported to have seen physical evidence** of climate change over the last 15 to 20 years, they attributed this change to different factors based on their political perspectives. Conservatives in particular resisted the idea that human activities might be influencing climate change even as some of them acknowledged that such change might be occurring. Moderates' responses aligned more closely with Liberals, but likely with less conviction and commitment to a vigorous response. On one hand, this finding confirms a stereotypical view of how politics and environmental outlooks relate – about how we may select and weigh opinions and evidence based on our political predispositions -- but it also is an important insight for us to consider as we develop a communications and messaging strategy that will build grassroots support for climate change initiatives. Communications about evidence may only affect a small subset of Moderates.

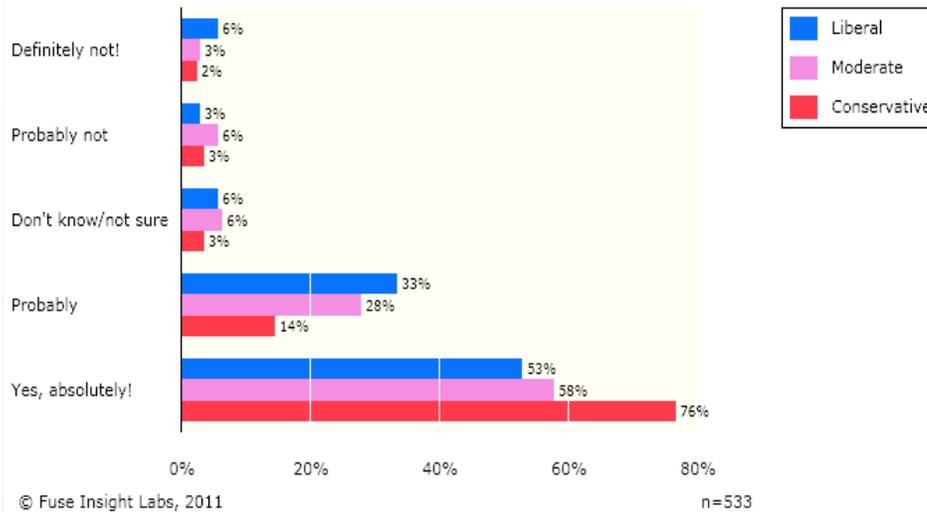
**Finding #3: Several issues related to energy generation and conservation will enjoy the support of a majority of Oregonians, regardless of their environmental or political views.**

**what do you think Oregon should focus on to limit the amount of carbon that is released?**



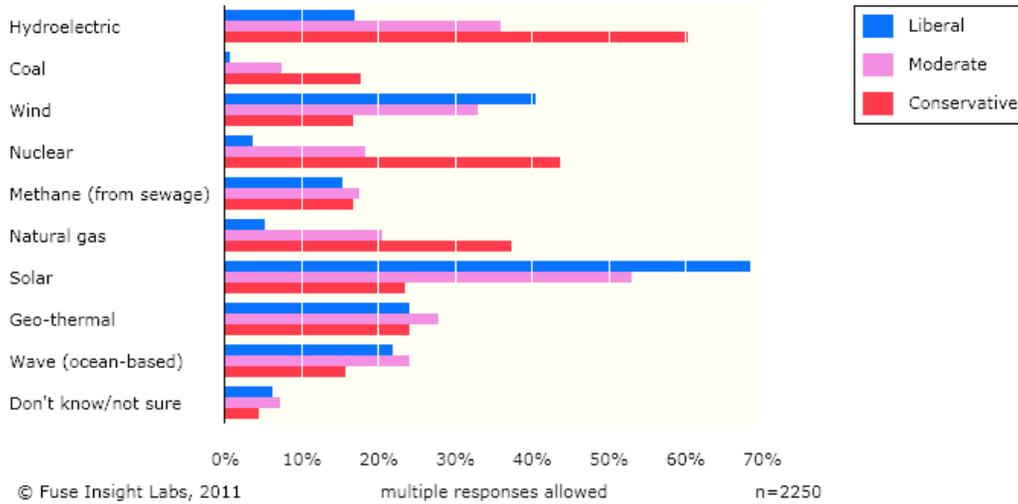
A majority of Liberal and Conservative respondents *who thought something should be done about carbon emissions* believed that Oregon should focus on energy & utility issues to limit carbon emissions.

**Do you think Oregon should strive to obtain more of its energy from domestic (American) sources?**



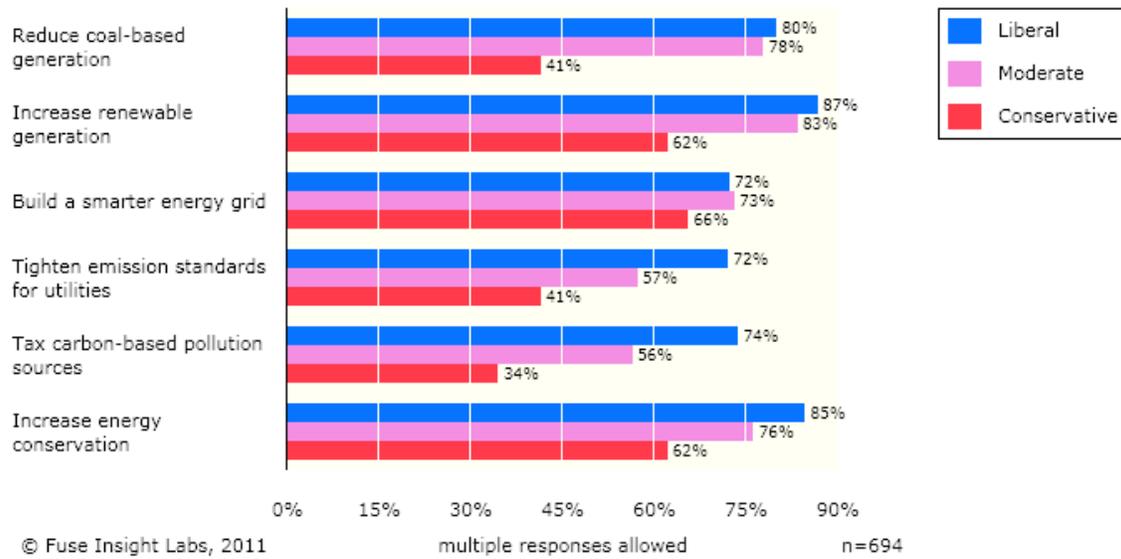
Even among those who don't believe anything should be done about climate change, there was a strong value placed on domestically produced energy.

**If you could choose any source to get your energy from, what would it be?**



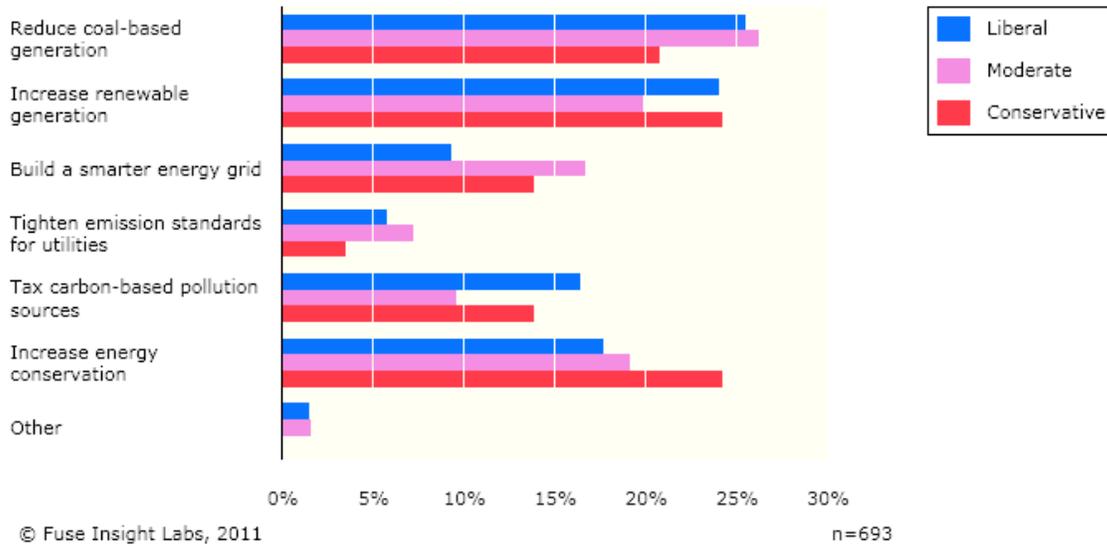
The preferred sources of domestic energy divided on political lines, but it is notable that coal was in the lowest percentile of choices for all groups; and among Conservatives, it was ranked with wind, methane and wave energy.

## Which energy or utility issues should be focused on in Oregon?



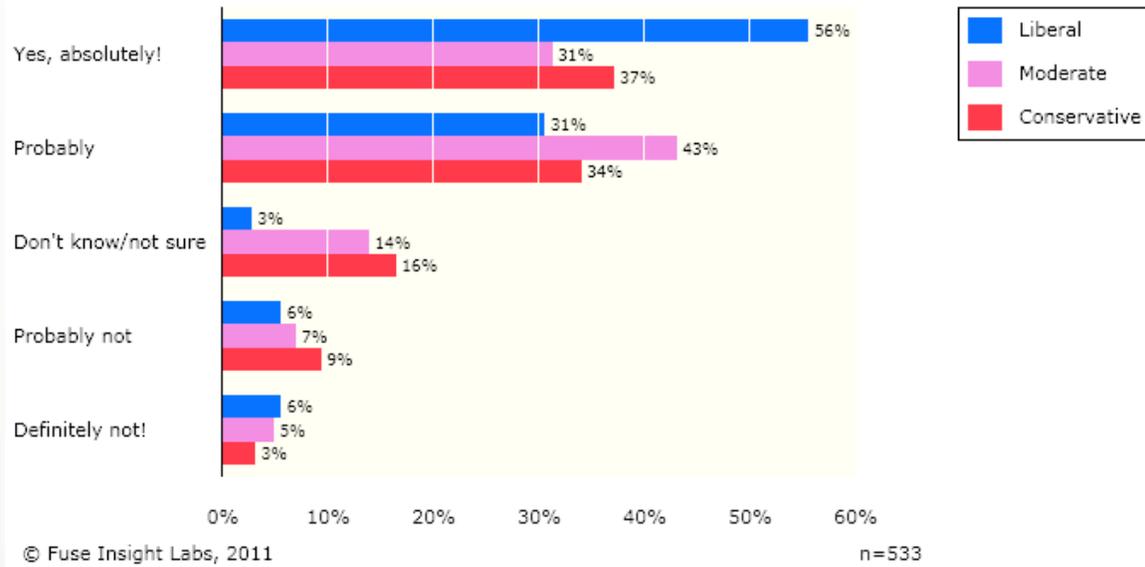
For those who believe that something should be done about carbon emissions, there was agreement on three priorities: renewables, smart grid and conservation.

**If you had to pick one energy or utility issue to begin with, what would it be?**



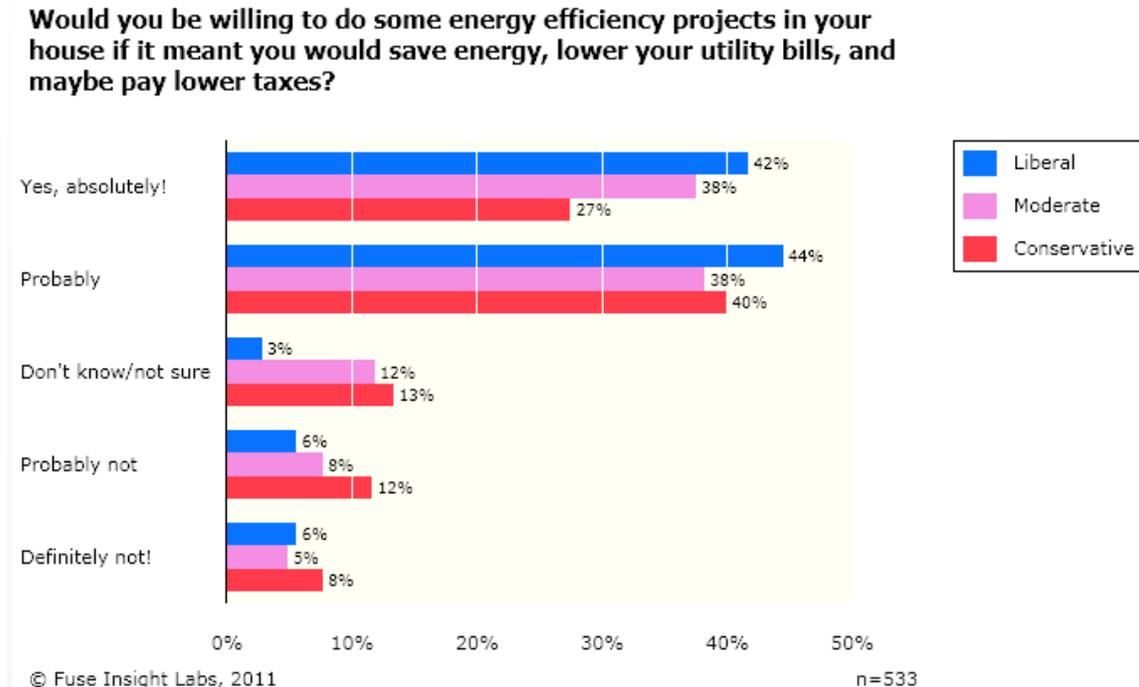
When forced to select only one issue, respondents emphasized renewables and conservation, but dropped smart grid in lieu of coal energy reduction.

### Would you like more control over your monthly energy bill?



*["no action on climate warranted" respondents only]*

Even the respondents who don't believe anything should be done about climate change still indicate a strong interest in controlling personal energy costs among those, regardless of their political ideology (however, they may have very different ideas about what choices would best control their costs).



This same group was very interested in efficiency projects that had a positive financial impact but quickly lost interest if financial incentives were removed.

*["no action on climate warranted" respondents only]*

Many survey respondents elaborated on their preferences. Here are some comments on the choice between incentives and regulatory tools for reducing greenhouse gas emissions:

**For those who favor incentives over regulation:** "Incentives do less damage than regulations. I've seen too many poorly conceived regulations, like the MTBE debacle in CA. Or requiring ethanol in gasoline. People will do what is in their best interest. They hate being forced and will even work against it."

**For those who favor regulation over incentives:** "30 years ago a mix of incentives and regulation would have been productive. We've waited too long to depend on incentives. What greater "public good" could be invested in than a human-friendly climate? None. See any rush to invest? We're well beyond incentives."

**Among those who favor a mix of regulation and incentives:** "Some things will just never change without regulations; that said, it would be nice to be as flexible as possible with industries, etc. who find this wholesale change extremely threatening and/or cost prohibitive -- change is very difficult, and the more you can get folks to make that decision on their own, the better."

And here are two perspectives on the draft recommendation that Oregon replace its gas tax, on a revenue-neutral basis, with a tax that takes into account both miles traveled and the energy/carbon efficiency of the vehicle (and could apply to all travel, including by electric vehicle, bus and bicycle).

**For those who think a substitute tax is a good idea:** "People who use roads should pay for them - and yes, I believe that cyclists should be licensed, registered, and insured as part of the mix."

**For those who think a substitute tax is a bad idea:** "Because it is a trick! It is no different then when a city asks its residents to lower their use of water, due to a shortage of reserve. The people oblige. The usage goes down, the "Bills" go down. There are not the funds to pay the employees that maintain the water systems, so the rates go up."

## Workshop Results/Key Findings

Workshop participants were supportive of the strategies in general and spent considerable time discussing the propositions [see the guide to propositions in the appendix]. It is important to note here that public workshops are generally attended by those who feel strongly about an issue. In these workshops, supporters of taking action to reduce greenhouse gas emissions predominated. The last two sessions, in Portland, drew a small but vocal (and clearly organized) representation of those who deny the evidence of climate change and the need to take action.

Volunteer facilitators were given a short discussion leader training based on best practices of communicating about climate change. A short summary of each workshop follows with the number of participants following the City name. Again, detailed comments are included *in the appendix*.

**Medford (12)** – This session attracted several elected and appointed officials from the Rogue Valley Council of Governments. Given the small (but high-caliber) turnout, participants stayed in one full group and mainly discussed tax implications in a question and answer format with Angus. As this discussion engaged elected and appointed leaders from the Rogue Valley Council of Governments, this will be a good precursor for future action associated with SB 1059 and related efforts. **Host:** Rogue Valley Council of Governments; emcee Vicki Guarino, RVCOG; City of Medford Councilor Al Densmore. **Date:** May 12, 2011.

**Eugene (65)** – This will attended session was promoted and organized by City of Eugene Sustainability and Climate Change staff, assisted by a graduate intern from the University of Oregon. Participants discussed six of the seven propositions. **Host:** City of Eugene. Co-hosts: University of Oregon, EWEB, City of Springfield; emcee Joshua Skov, Sustainability Commission Chair; Mayor Kitty Piercy; Councilor Alan Zelenka, City of Eugene. **Date:** May 26, 2011.

**Bend (30)**– After a Roadmap briefing for the Bend City Council briefing the prior evening (June 1), more than 30 participants engaged in three group discussions facilitated by local planning staff and volunteers. **Host:** City of Bend and Bend 2030; emcee City Council Member Jodie Barram, City of Bend; co-host City Council Member Mark Capell. **Date:** June 2, 2011.

**Portland/Multnomah County (25)**– The City of Portland and Multnomah County co-hosted this event with Mayor Sam Adams, County Commission Chair Jeff Cogen and Metro Councilor Rex Burkholder all in attendance. Participants discussed six of the seven proposition themes. **Host:** City of Portland/Multnomah County; emcee Sustainability Director Susan Anderson. **Date:** June 9, 2011.

**Portland/Apollo Alliance (30)**– This coalition of labor, business, environmental, and community leaders working to catalyze a clean energy revolution hosted a workshop that attracted 30 participants, including a small but organized group of participants who did not believe responding to climate change was an appropriate action. Other participants focused on meeting the state's reduction targets. **Host:** Apollo Alliance. Co-hosts: Climate Solutions, Oregon Environmental Council; emcee Barbara Byrd, Apollo Alliance. **Date:** June 16, 2011.

## Workshops - Key Themes by Proposition

Points mentioned by more than one group in more than one city follow. Complete summaries of the discussion are included in the appendix. Numeric results of feedback form comments follow the questions. Detailed comments are included in the appendix. Participants could rank a recommendations as High Priority/Near Term (next 1 – 3 years), High Priority/Mid Term, or degrees of lower priority.

### 1. Embed Carbon in the Planning Process

*Through careful planning, Oregon’s land use process enables us to manage growth while protecting the state’s natural values and livability. Can similar planning help us deal with greenhouse gas emissions and the likely effects of climate change?*

Discussion recommendations mentioned by more than one group in more than once city:

- Update the land use planning process to focus on
  - 20 minute neighborhoods
  - Regional planning
  - School siting
  - Building codes
- Focus on transportation options
- Provide energy “scores” for homes/potential buyers

*Feedback Forms:*

*1.1 How important is it that local community transportation and land use plans show how they are going to meet the State’s greenhouse gas (GHG) goals?*

High 1-3 yrs	Hi 4-6 yrs	Med	Low	None	Need More Info
<b>94</b>	<b>47</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>2</b>

*1. 2 How important to you is it that the state rewards communities whose transportation and land use plans meet the State’s greenhouse gas (GHG) goals?*

High 1-3 yrs	Hi 4-6 yrs	Med	Low	Encourag e but don't require	None	Need More Info
<b>97</b>	<b>37</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>7</b>

Highest 1-3 yrs	Hi 4-6 yrs	Med	Low	None	Need More Info
<b>70</b>	<b>41</b>	<b>20</b>	<b>8</b>	<b>2</b>	<b>5</b>

*1.3 How important is it that larger electric and gas utilities are required to help meet the state's GHG goals?*

## 2. Leverage the Energy Efficiency of Cities

*Close to 70% of global greenhouse gas emissions come from our urban areas. By the same token, with their more compact form and efficient buildings and transportation systems, cities are where the greatest savings are possible. What are the best ways to capture these gains?*

Discussion recommendations mentioned by more than one group in more than once city:

- Ensure safe transportation choice
- Increase bus/transit availability
- Encourage twenty-minute neighborhoods including grocery stores, safe routes for children, elderly to reach destinations
- Limit UGB expansion
- Connect pricing/SDC charges to the type and location of development

*Feedback Forms:*

2.1 Retain the Urban Growth Boundaries (UGB) in Oregon’s six largest urban areas as they now exist, focusing development and growth where they will support more efficient buildings and services.

High 1-3 yrs	Hi 4-6 yrs	Med	Low	Encourage but don't require	None	Need More Info
<b>88</b>	<b>29</b>	<b>6</b>	<b>6</b>	<b>11</b>	<b>0</b>	<b>3</b>

2.2 Keep the UGBs as they currently exist, while allowing exceptions for new industrial facilities adjacent.

Yes	No
<b>34</b>	<b>67</b>

## 3. Leverage the Energy Efficiency of Buildings

*Half the buildings that will exist in 2050 have yet to be constructed. New structures can be designed to be energy and carbon efficient or even carbon neutral. Existing buildings can be retrofitted to realize energy savings.*

Discussion recommendations mentioned by more than one group in more than once city:

- Include low income people; do not penalize or forget; make affordable to all including renters
- Provide better marketing of incentives for low income housing upgrades.

- Align work with architectural, urban design goals
- Require programmable thermostats
- Emphasize existing programs (Clean Energy Works, EWEB, etc.)

*Feedback Forms:*

3.1 How important is it that we amend building codes to require new buildings to increase energy and carbon efficiency by at least 50% by 2030?

High 1-3 yrs	Hi 4-6 yrs	Med	Low	Encourage but don't require	None	Need More Info
<b>94</b>	<b>40</b>	<b>5</b>	<b>0</b>	<b>5</b>	<b>2</b>	<b>0</b>

3.2 Solar roofs are another way to reduce emissions. On a scale of 1-9, do you favor incentives or regulations to install them on all new buildings?

Average response: 7.7

3.3 Electricity and natural gas are available to heat homes and businesses in much of Oregon. How important is it that we require building owners to select the most carbon-efficient fuel if costs (equipment and operating) are about the same?

High 1-3 yrs	Hi 4-6 yrs	Med	Low	Encourage	None	Need More Info
<b>56</b>	<b>33</b>	<b>17</b>	<b>2</b>	<b>19</b>	<b>3</b>	<b>9</b>

#### 4. Shift Transportation Fuels

*Mobility is important to all Oregonians. Nearly 40% of total greenhouse gas emissions are related to transportation. How to preserve our transportation choices while decreasing vehicle emissions is the challenge.*

Discussion recommendations mentioned by more than one group in more than once city:

- Increase funding for electric vehicles, infrastructure
- Increase funding for renewable sources
- Focus on public education/outreach

*Feedback Forms:*

4.1 What percentage of the time do you use the following types of transportation?

Private	Public	Bicycle	Walking
<b>59.8</b>	<b>4.1</b>	<b>22.2</b>	<b>13.8</b>

4.2 If you wanted to leave your car at home more often, what would need to change?

- More frequent/convenient transit
- Safe walking/biking
- More park and ride
- Better urban design/20 minute neighborhoods

*See also comment form results.*

4.3 How important is it that Oregon encourages electric and similar alternative fuel vehicles with incentives such as tax credits for buyers and subsidies for recharging stations?

High 1-3 yrs	Hi 4-6 yrs	Med	Low	Encourage but don't require	None	Need More Info
<b>76</b>	<b>31</b>	<b>17</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>5</b>

4.4 Currently, our federal and state gas taxes support highway construction. How important is it that they also support public transit, and perhaps new inter-city high-speed rail service as well?

High 1-3 yrs	High 4-6 yrs	Med	Low	None	Need More Info
<b>97</b>	<b>31</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>4</b>

4.5 How important is it that the federal government requires a doubling in the fuel efficiency for new vehicles by 2020, and invests in new low-carbon vehicle technologies like electric vehicles?

High 1-3 yrs	High 4-6 yrs	Med	Low	Encourage but not req'd	None	Need More Info
<b>95</b>	<b>38</b>	<b>8</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>0</b>

## 5. Ramp Down Coal Emissions, Ramp Up Efficiency, Renewables

*Twenty-five percent of Oregon's greenhouse gas emissions comes from conventional coal power plants; most of them deliver electricity into Oregon from out of state. Closing coal operations by 2020 at Oregon's only in-state coal plant – PGE's Boardman facility – will reduce coal's contribution to Oregon's greenhouse gas emissions by about 4% (to 21%)*

Discussion recommendations mentioned by more than one group in more than once city:

- Invest in the grid, energy management
- Decentralize energy production
- Keep equity in mind

*Feedback Forms:*

5.1 How important is it that Oregon shift rapidly – e.g. by 2030 – away from conventional coal-generated electricity sources and toward more energy efficiency and both small and large scale renewable like wind and solar?

High 1-3 yrs	High 4-6 yrs	Med	Low	None	Need More Info
<b>87</b>	<b>43</b>	<b>7</b>	<b>4</b>	<b>3</b>	<b>0</b>

5.2 Wind, solar and other new renewable technologies have higher up-front expenditures for capital costs, but lower fuel and operative costs over their lifetime. For many of these technologies, the higher front-end costs can be expected to drop over time, but there are no guarantees. On a scale of 1-5 (1 not willing; 5 very willing), how willing are you to pay somewhat higher power costs – possibly up to 10% higher – as a tradeoff to reduce carbon emissions?

Average response: **4.3**. Detailed comments in the appendix.

5.3 Many of these technologies will be more useful and cost less if we expand the high-

voltage transmission system. This may raise issues with some households and communities or affect scenic or ecologically sensitive areas. On a scale of 1 to 5 (1 not important; 5 very important), how much do you support expanding the transmission system, otherwise known as “the grid?”

Average response: **3.8**. Detailed comments in the appendix.

## 6. Capture Carbon Across the Board

*Greenhouse gas emissions also come from growing food, manufacturing consumer goods, packaging, and transporting these good to consumers in Oregon.*

Discussion recommendations mentioned by more than one group in more than once city:

- Focus on food. Majority of GHG in production rather than transportation; decentralize/organic
- Label carbon content
- Focus on consumption rather than production  
*“Harness economic self interest.”*

*Feedback Forms:*

6.1 On a scale of 1 to 5 (1 not important; 5 very important), how important is it to you that the state requires calculation of the estimated carbon that results from producing, shipping, selling, using and disposing the goods we buy and labeling the carbon content?

Average response: **4.0**. Detailed comments in the appendix.

6.2 On a scale of 1 to 5 (1 do not favor; 5 do favor), how much do you favor requiring the state to provide technical or financial assistance to industries that want to become more efficient?

Average response: **3.9**. Detailed comments in the appendix.

6. 3 Forests and soils sequester carbon by capturing it and holding it in place. One way to do this is to leave trees to grow, especially in older, established forests. On farms, it may mean growing crops using practices that are less disruptive to the soil. What methods, if any, do you favor to increase carbon sequestration? (Check all that apply)

Inform	Provide	Require	None	Need
<b>53</b>	<b>52</b>	<b>41</b>	<b>5</b>	<b>10</b>

## 7. Embed Carbon in Energy Prices

*It's tough to talk about putting a price on carbon when we're still emerging from a recession. What are your thoughts about taxing carbon as a substitute for other taxes, so that our energy costs and our taxes could stay the same or even go down if we produced less carbon?*

Discussion recommendations mentioned by more than one group in more than once city:

- Emphasize carbon efficiency rather than energy efficiency
- Emphasize efficiency rather than congestion pricing,

*Feedback Forms:*

7.1 On a scale of 1 to 5 (1 not important; 5 very important), how important is it to you to replace the gasoline tax, on a revenue-neutral basis, with another approach whereby everyone pays for access to the transportation system, coupled with fees for the miles we drive and/or the fuel efficiency of our vehicles?

Average response: **3.7**. Detailed comments in the appendix.

7.2 On a scale of 1 to 5 (1 not important; 5 very important), how important is it to you to replace the property tax, on a revenue neutral basis, with a revenue source based on the size and operating (energy and carbon) efficiency of each building?

Average response: **3.4**. Detailed comments in the appendix.

7.3 Taxes or fees on carbon use, depending on how they are designed, could affect low-income households disproportionately. On a scale of 1 to 5 (1 not important; 5 very important), how important is it to you that such carbon pricing changes be accompanied by effective community programs to finance energy efficiency in the homes of low-income households, and improved access to public transit to provide

affordable mobility to these households?

Average response: **4.4**. Detailed comments in the appendix.

7.4 On a scale of 1 to 5 (1 do not favor; 5 do favor), how much do you favor a national carbon tax or cap that would require everyone to share in the cost of reducing carbon emissions?

Average response: **4.2**. Detailed comments in the appendix.

## Summary and Findings:

Creating alignment among a variety of political points of view is never an easy proposition, and it is especially challenging when political interests have already defined an issue as with climate change.

Nevertheless, participants have shown us a common framework of interests that, if acted upon, can have real and meaningful impacts on Oregon's GHG emission policies. Respondents have also given us ideas about how we can communicate more effectively to Oregonians on issues of climate change without directly challenging their values and beliefs.

Preliminary findings include:

1. The Commission may have more success building and implementing an outreach strategy that focuses on the issues where alignment exists among majority of respondents regardless of their political or environmental point of view, namely: utility policies, energy generation and energy conservation.
  - a. Currently energy is one of five topics upon which the OGWC is focusing; this issue could be more prominently positioned on the website and in other communications.
  - b. Within the five areas, topics relating to utility policies, energy generation and energy conservation are referred to as "Energy and Buildings". Change this to be more appealing to respondents' personal interests surrounding reducing their energy bill, efficiency projects, building renewable generation capacity and decreasing coal dependency.
  - c. Update the website to a more assertive educational stance. Ideally, this would create a matrix of opportunities and action steps that would help Oregonians quickly decide which projects fit their financial abilities and level of environmental interest.
2. A phase two survey can drill down to gain further insights into how Oregonians are interested in responding to the effects of climate change utilizing the results above. Test messaging can then be created for an updated OGWC outreach strategy. Gather suggestions for policies that will maintain our quality of life as climate change occurs. Unite the survey with in-person discussions in meetings and focus groups.'
3. A statewide summit could be convened to discuss these policy issues, co-hosted by the Oregon Global Warming Commission and other state agencies, foundations and interest groups.
4. Follow-up should occur with all survey respondents regarding the findings of this survey in order to continue to build the community of Oregon climate change related efforts.
5. The Commission should follow-up with hosts in writing and personally – especially staff and elected officials.
6. The Commission may consider creating targeted outreach strategies for each group (Green, Undecided & Skeptics) and appeal to each in terms of actions that they are receptive to and that can lower their carbon footprint regardless of whether they believe in climate change or are skeptical of it.

7. The Commission can work with diverse political interest groups to help educate them regarding their constituents' values within discreet political districts in order to promote a higher level of political discourse about climate change.
8. The Commission could meet with legislators, agency heads and local government leaders to discuss the Roadshow results, and with these leaders isolate on near- and mid-term action strategies including continued community outreach and engagement to build support for policy change.

**Appendices (under separate cover)**

- A. Survey: Geographic Distribution (map)
- B. Survey: Listserv Results by Organization (chart)
- C. Stakeholder Organizations Participating in Survey (table)
- D. Survey: Climate Communications Groups (table)
- E. Survey: Respondents and Oregon political profile
- F. Survey: Responses to Questions 1-90 (tables)
- G. Workshops: PowerPoint Presentation (slideshow)
- H. Workshops: Handout/Discussion Questions (insert)
- I. Workshops: Feedback Form (11x17 handout)
- J. Workshops: Discussion Results/Flipchart Notes (transcriptions by city)
- K. Workshops: Feedback Form Results (results by workshop area)
- L. Workshops: Discussion Leaders' Guide
- M. Workshops: Talking about Climate Change Primer
- N. Survey: Responses to Survey Open Ended Questions (word document)