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Sent: Wednesday, July 27, 2016 2:28 PM
To: Allen, Susan; Coriell, Scott; Springer, Darren; Trombley, Shana
Subject: Climate Messaging
Attachments: Media Handout.docx

If you are interested, attached is a brainstorm from climate cabinet staff on events for the administration/gov. I particularly like the first one, if we can fill a hole in the NEK with only a couple charging stations, Asa thinks we can message our state as having every Vermonter within x miles of a charging station. I've asked them for particulars about where we would need the last ones.

The other item I want to bring to your attention is Irene 5th year anniversary. Sue mentioned he's not interested in looking back. The climate cabinet is excited about the idea of highlighting all the good work we've done on resiliency and has some great ideas on how to look forward. I can run it by him and then connect you all with the right people at ANR. Or maybe he just doesn't want to do it/others think it's a bad idea?

Thanks,

Laura

Potential Upcoming Opportunities to seek Media Coverage of Climate Change in Vermont
For Governor Shumlin and Agency Heads
From Governor's Office/Climate Staff Brainstorm

1. Progress Towards Vermont's Energy Goals – EVs and Solar

- *Governor's Event to Celebrate Breadth of Vermont's EV Charging Station Network*
 - Every Vermonter lives within X miles of charging
 - Would require finding funding to install a charging station in the NEK
 - Governor could drive there in an EV
 - TIMING: Mid Fall 2016
- *Event at Fairhaven Rest Area*
 - Focus on solar in the Right of Way
 - TIMING: ?

2. State of Vermont's Progress on Leading by Example

- *Event or Press Release to Showcase the Greening of Vermont's State Fleet*
 - E.g. Build a presser around the addition of the xth plug in vehicle to the fleet
 - Add small EV decals to cars to make them more visible on the road
 - TIMING: Drive Electric Week – late September?
- *Event or Press Release to Showcase New Statehouse Exterior Lighting*
 - Could be the departure point for a more comprehensive feature on how the State is Leading by Example
 - TIMING: Flexible
- *Press Release on New State Agency Energy Plans*
 - Could also be highlighted at a presser on a particular state lead by example effort (e.g. new state house lights)
 - TIMING: October?

3. Irene Event – Focus on Climate Preparedness

- Staff are seeking info on what's already planned by Vermont communities and NGOs.
- Would put a strong focus on the work accomplished to build Vermont's resilience, and the work still to come.
 - Highlight one town and its risks and how it has mitigated risks?
 - Highlight AAFM/ANR lab a good example of resilient practices?

- TIMING: 5th anniversary is August 28th. Governor has availability August 25/26 (weekend before). Cabinet members may have availability on August

4. Event Showcasing Launch of New Wood Stove Change Out Program

- PSD is funding program and partnering with ANR
- Opportunity for public education about environmental and health benefits of cleaner wood stoves
- TIMING: At program launch

Other Climate Communication Opportunities/Strategies

Focus on Health Impacts of Climate Change, Health Benefits of Climate Solutions

- Raise awareness about potential health impacts of climate change (emphasize urgency to continue taking action)
 - What are the risks?
 - Who/where will be affected?
- Promote the health co-benefits of climate change mitigation actions in Vermont (there are immediate benefits)
 - EVs, solar, stove changeouts = cleaner air
 - Smart growth, downtown programs = more physical activity
 - Efficiency programs = healthier indoor environment, lower energy costs

Focus on Communications Supporting Action in the Next Administration

- Highlight Climate Cabinet benefits
- More events with attention to long-term goals.
- Events drawing attention to practices within agencies that can be continued