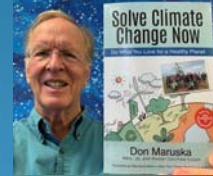


Do What You Love for a Healthy Planet



Rich Lee, Finance Director, City of San Mateo
 Don Maruska, MBA, JD, Master Certified Coach
 author: *Solve Climate Change Now*
 February 2, 2023

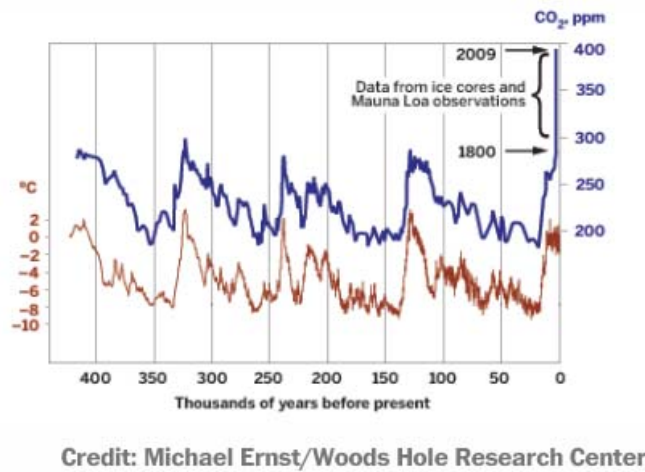
1

What are you noticing?

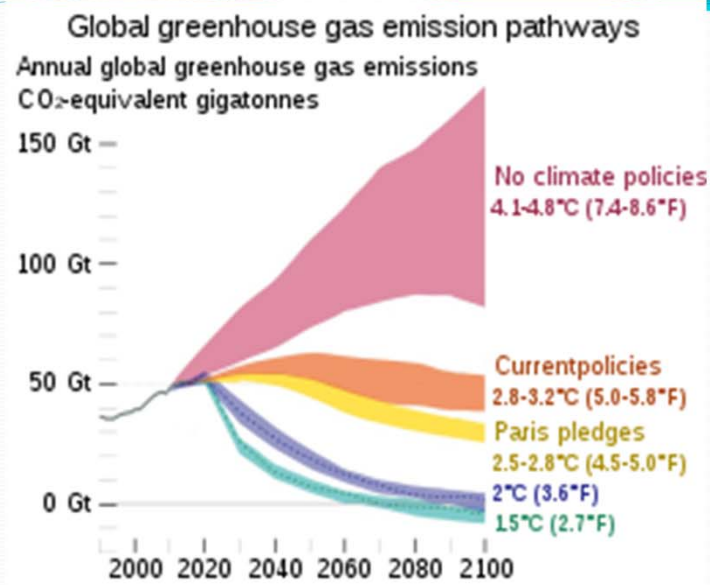


2

Rapid CO₂ rise threatens climate



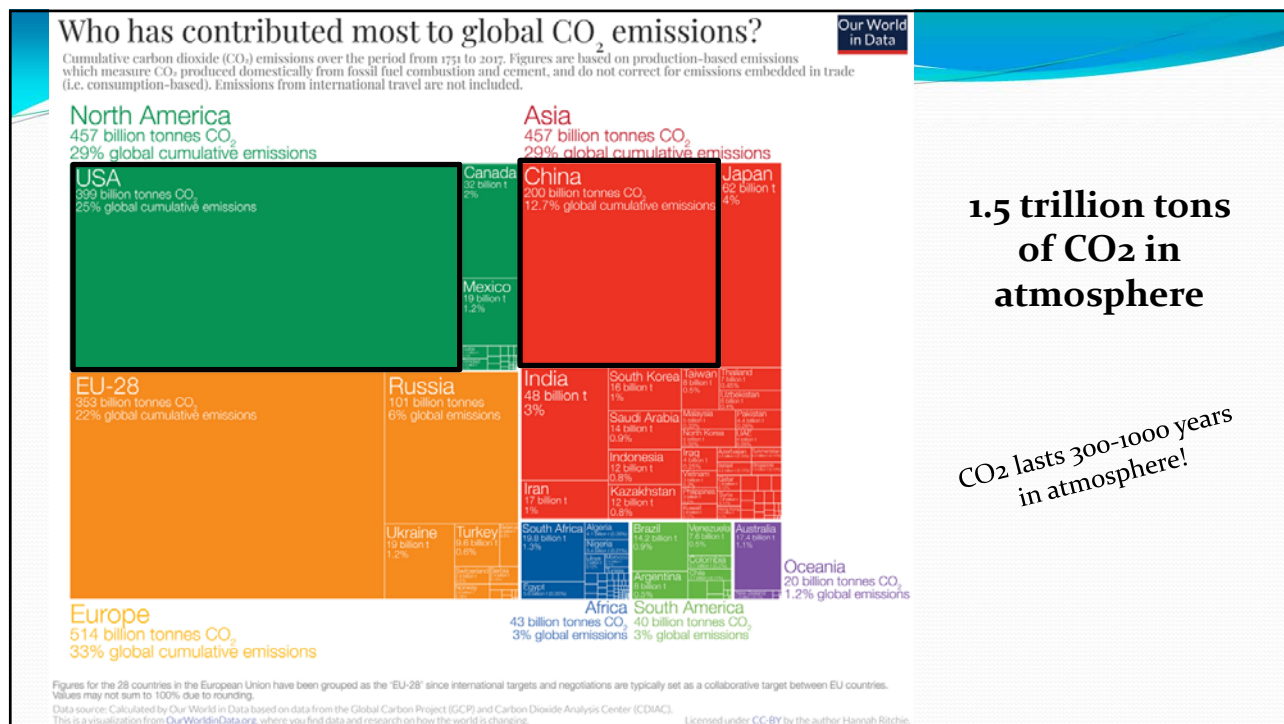
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[Hannah Ritchie and Max Roser](#), adapted for svg and smartphone by [Eric Fisk](#), CC BY-SA 4.0, via Wikimedia Commons

4

4



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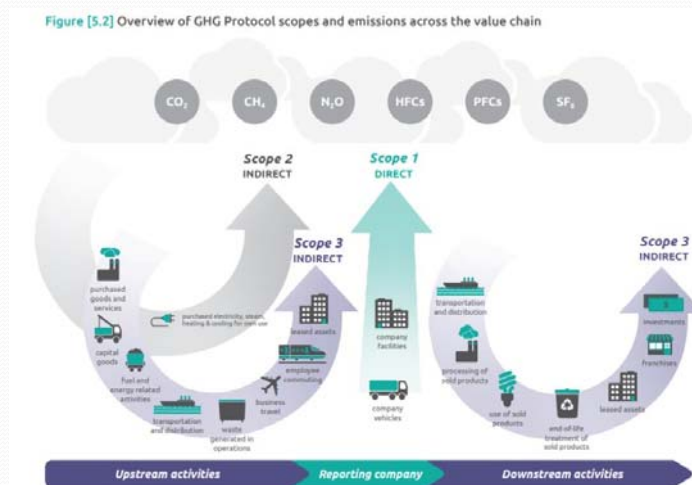
40% of U.S. emissions come from household activities

Our consumer choices drive 72% of GHG emissions.

Taking personal actions can be 2x more effective than other steps between now and 2040.

6

People = 75% of City's supply chain



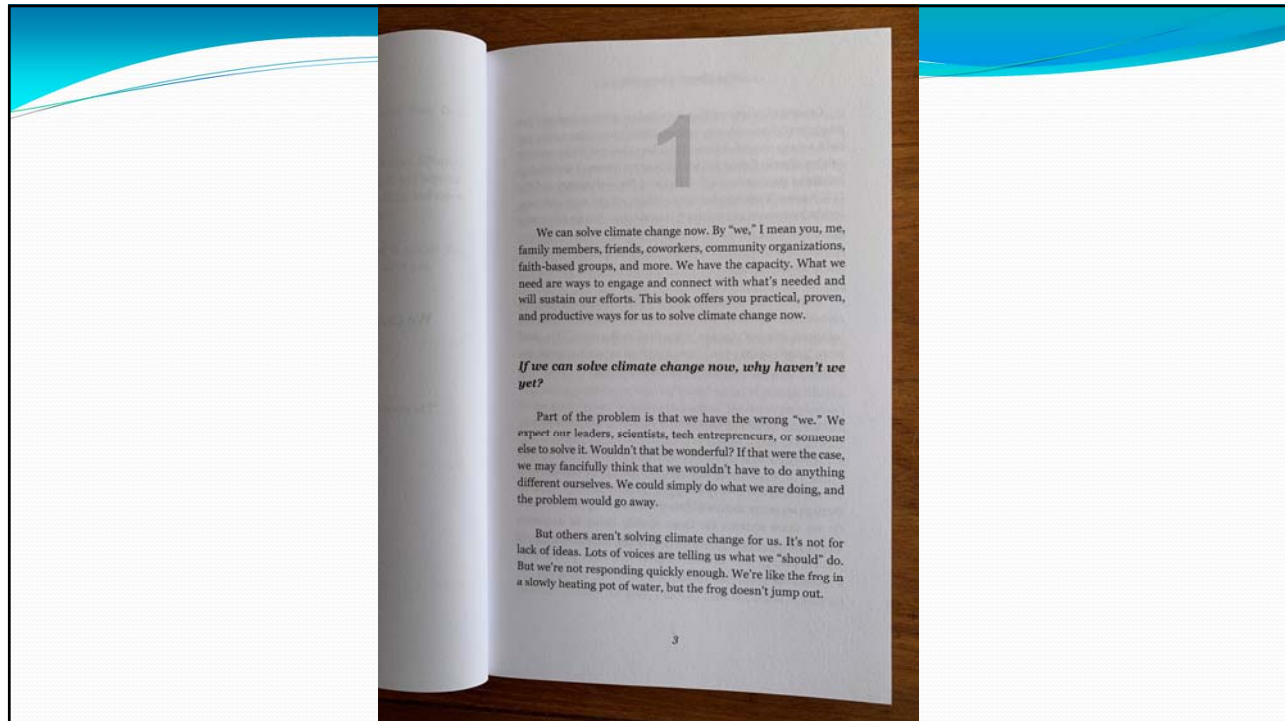
World Economic Forum

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What are the obstacles?

- Despair and discouragement
- Don't think they can make a difference
- Waiting for leaders or others to act
- Don't know what to do
- No one's asked them to act
- Don't like what they've been asked to do
- Other

8



9

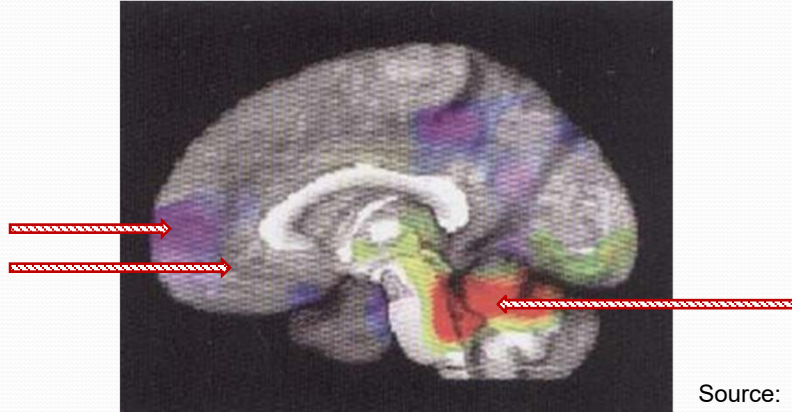
Key points

1. Fear won't solve this.
2. Hope encourages the required self-motivation.
3. Identify what you love to do.
4. Choose appealing climate needs to serve.
5. Find your climate sweet spot for impact.
6. Scale for broader climate health benefits.
7. Celebrate success!

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1. Fear-driven approaches fall short

Fear works for acute, short-term challenges, but falls short for chronic, long-term issues.



Source: Antonio Damasio

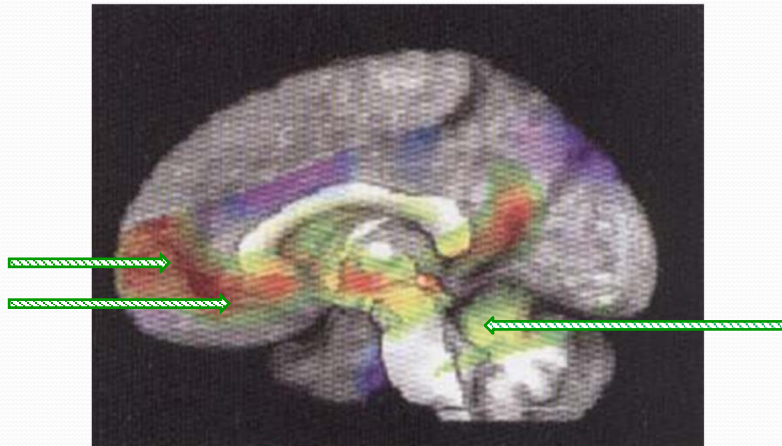
11

We need alternatives to

- Fight
- Flight
- Freeze
- Finger point

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2. Hope stimulates better thinking



Source: Antonio Damasio

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Climate Action Conversation

Choose roles of Catalyst (questioner and reflector of what you hear) and Climate Solver (responder).

Questions:

- What are your hopes for a healthy climate? Why are they important to you?
- What do you love to do?
- Which climate needs appeal to you?
- What's your "climate sweet spot"?

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What are your hopes for a healthy climate?

- Why are they important to you?

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3. Identify what you love to do

See examples of roles and activities at
www.SolveClimateChangeNow.com

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Activities	Roles
Learning and sharing something new	Researcher Learner Teacher
Field trips (in person or online) to see what others are doing	Attendee Sharing the learning with others Organizer
Pop-up action events	Attendee Sharing the news with others Organizer
Cooking	Planning menus Cooking on your own Cooking with others
Eating	Choosing your food Experimenting with new choices Sharing good discoveries with others
Discovering something interesting in nature	Taking a hike on your own or with others Attending a workshop Organizing or leading workshop
Bicycling, walking, skateboarding or other ways of getting around	Solo Commute buddies Organizer
Discussing ideas with others	Attendee Thought or question prompter Organizer

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Improvisation	Audience member Player Organizer
Problem solving	Analyzing issues Explaining things to other people Figuring out new ways to do things
Building things	Designer Planner Hands-on construction
Shopping	Making a list of what's needed Looking for best deals Telling others about what you got
Helping others	Providing direct service or support Encouraging others to participate Organizing a service or event
Gardening or landscaping	Planning your garden Planting trees and/or plants Tending and enjoying the garden
Encouraging action by legislators, government agencies, businesses, etc.	Letter writer Speaker at meetings Organizer mobilizing people to act

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4. Choose appealing climate needs

Awareness: learning and sharing information about climate change, carbon footprints, and solutions

Actions: steps you can take at home, work, and in your community

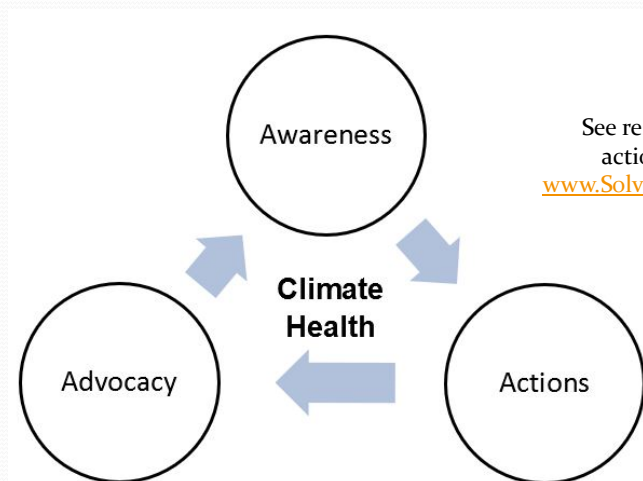
Advocacy: policies you can support for climate health



Photo: Ben & Jerry's

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Triple A of Climate Health



See resources for awareness, actions, and advocacy at www.SolveClimateChangeNow.com

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Awareness -- our carbon footprints

**RESILIENT
SAN LUIS
OBISPO**

EVERYDAY
OPPORTUNITIES
FOR LOCAL
CLIMATE ACTION

www.ResilientSLO.org

or outside SLO County:

www.BrightAction.app



Central Coast
**Community
Energy**

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BrightAction

Take Action to Make a Brighter Future and a Better Today

To get started, please select your city below to connect with local resources

California San Mateo

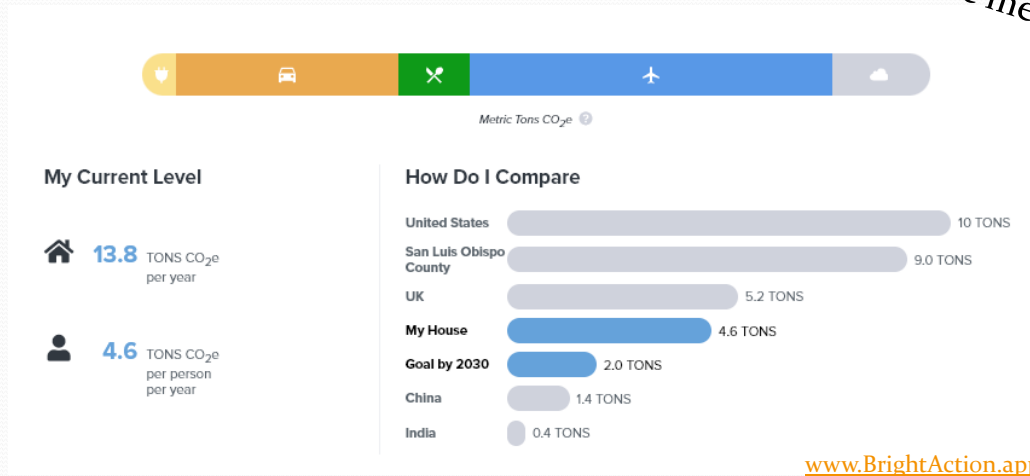
Go

	21,933 HOUSEHOLDS PARTICIPATING		8,419 TONS CO2E REDUCED/YEAR		18,401 ACTIONS COMPLETED
--	--	--	---	--	------------------------------------

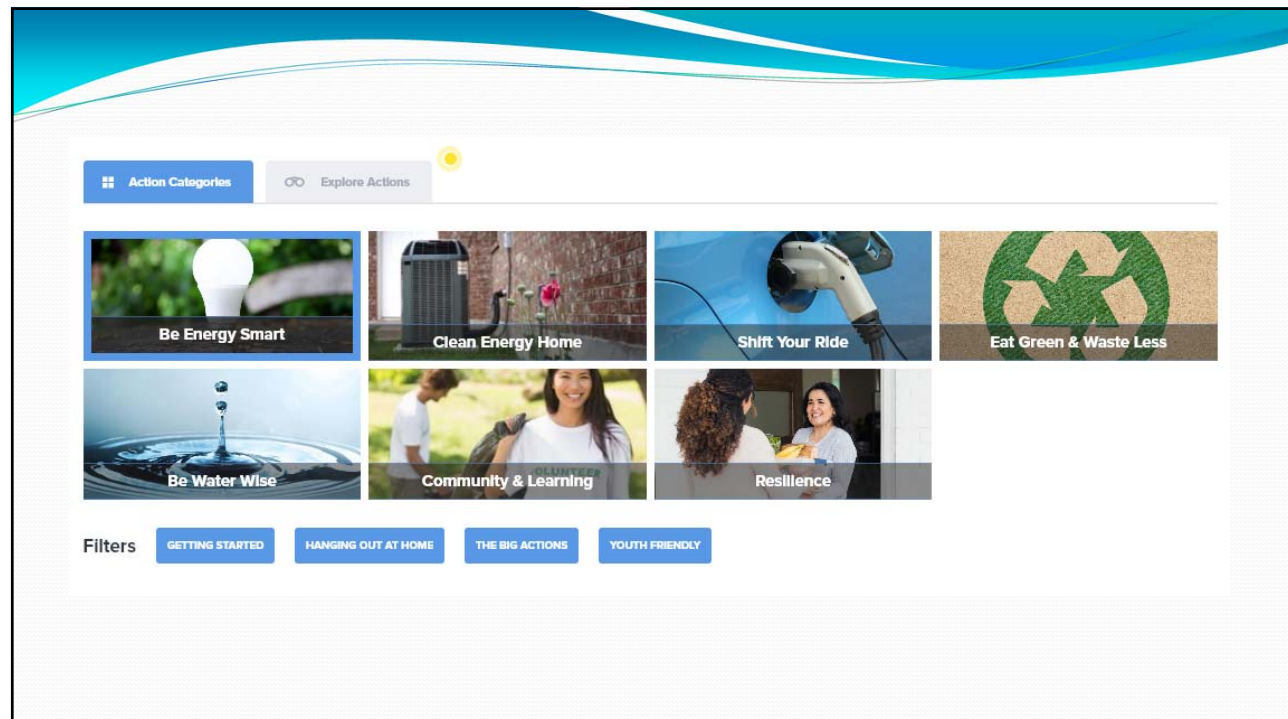
22

Learn about your footprint

We manage what we measure.



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Refine your results: What is most important to you?
Recommendations based on your Energy Profile

Priority: ☒ Impact ☐ Savings / Year

Add a filter: Difficulty: **Medium** Upfront Cost: **All** Time Required (hours): **All**


Renter Friendly: ☐

Opportunities for action

Buy or Lease an Electric Vehicle Ditch the gas pump for BIG savings <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ☆ Medium ⌚ 10,860 💰 \$900 <input type="button" value="Customize"/>	Install Electric Heat Pump Water Heater Go heat pump for a big impact! <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ☆ Medium ⌚ 3,540 💰 \$10 <input type="button" value="Customize"/>	Reduce Air Travel Consider exploring closer to home <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ☆ Medium ⌚ 1,600 💰 \$400 <input type="button" value="Customize"/>	Carpool Hit the carpool lane and save time and money <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ☆ Medium ⌚ 1,400 💰 \$440 <input type="button" value="Customize"/>
Install Low Flow Go low flow <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ☆ Medium ⌚ 100 💰 \$20 <input type="button" value="Customize"/>	Take the Bus Hop on the bus and make a big impact <input type="button" value="Choose"/> <input type="checkbox"/> I already do this ☆ Medium ⌚ 1,070 💰 \$40 <input type="button" value="Customize"/>	Telecommute Skip the commute and work from the comfort of home <input type="button" value="Done!"/> ☆ Medium ⌚ 1,050 💰 \$340 <input type="button" value="Customize"/>	Home Energy Checkup Get expert advice on saving energy & creating a cozier, safer home! <input type="button" value="Done!"/> ☆ Medium ⌚ 1,000 💰 \$0 <input type="button" value="Customize"/>

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Solar power fun: Brian Metcalf



At the home of Brian and Kathy Metcalf in Pismo Beach, rooftop solar panels have been installed. The final connections will be made soon allowing them to charge future purchases such as an e-car, all appliances and a hot tub.

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eBiking: Garret Olson



	A	B	C	D
1	Miles on bike	Truck mpg average	Pounds of CO ₂ released per gal diesel	Pounds of CO ₂ <u>not</u> released
2	3,232	15	22.4	4,826

At the home of Garret and Susan Olsen Garret is able to recharge his RAD E Bike through their solar panels.

He tracked that over 4800 pounds of carbon NOT put into the environment by riding his bike rather than driving his truck.

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Save H2O and power: Jeff Buckingham



And last but not least, Jeff Buckingham saves water and power because he thinks it's crazy to wash your work clothes every week when they are just to get dirty again! I LOVE this!!

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Advocacy –

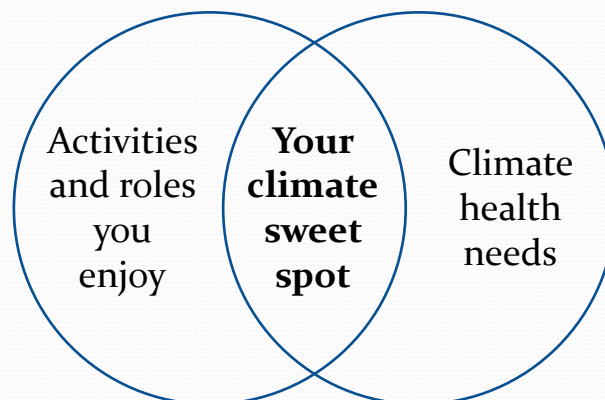
Do you want to be a voice for a healthy climate?

Explore groups, for example:

- The Climate Center www.ClimateCenter.org
- Citizens Climate Lobby www.CitizensClimateLobby.org
- Interfaith Power and Light www.InterfaithPower.org

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5. Find your “climate sweet spot”



*What will help you translate
your intentions into results?*

30

Instructions for pair ups

Choose roles of Catalyst (questioner and reflector of what you hear) and Climate Solver (responder).

Questions:

1. What are your hopes for a healthy climate? Why are they important to you?
2. What do you love to do?
3. Which climate needs appeal to you?
4. What's your "climate sweet spot"?

What will help you translate your intentions into results?

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6. Scale for broader climate health benefits

Rotary Club of San Luis Obispo de Tolosa

Example: pilot with 10 households for 2 months

Our impact



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“Plant It Forward”

Results to date: 167 trees planted – at maturity ~3+ tons CO₂ per tree

Target: planting 100 trees for each of next 10 years – collaborate with other SLO County Rotary Clubs and community groups

Possibilities:

- ECOSLO
- SLO Parks (Don is reaching out)
- Chalk Mountain Golf Course (Joel Clay, manager, Atascadero Rotary)
- El Chorro Regional Park Lopez Lake (Brian connection)
- SLO City
- Land Conservancy
- SLO Botanical Garden
- Caltrans



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Boost soil health to hold carbon

Results to date: 1 learn by doing, one club-sponsored at SLO Botanical Garden to boost CO₂ capture by 4-10 times

Target: 1 or more additional bioreactors with youth and collaborators

Possibilities:

- SLO Botanical Garden
- Land Conservancy
- SLO Emerson Park or Mitchell Park

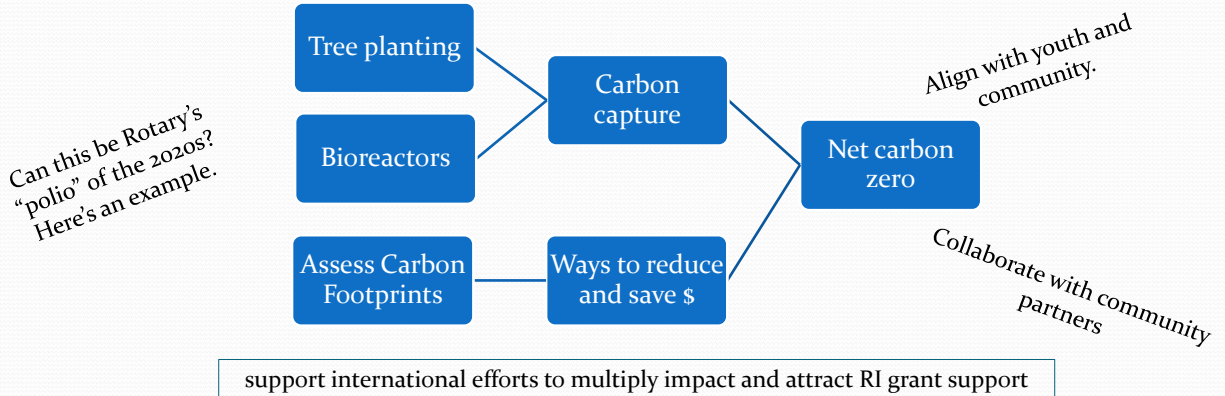


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Expand impact –

example Rotary San Luis Obispo de Tolosa

We can become net zero carbon with multiple ways to participate so all club members can play.



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7. Celebrate success!

- Fuel your hopes.
- Be a shining light for others.
- Enjoy being a climate solver.

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Discussion

- What do you see as the opportunities for
 - Yourself
 - Your government agency
 - Your community
- What's a word or phrase that summarizes your experience with this session?

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Next steps for you

1. Have another Climate Catalyst Conversation with someone.
2. Use the free <https://BrightAction.app> to discover your carbon footprint and opportunities to reduce it.
3. Take an action in your “climate sweet spot.”
4. Team up with others at work and in your community to scale your efforts for the net zero carbon future we need to support a healthy climate.

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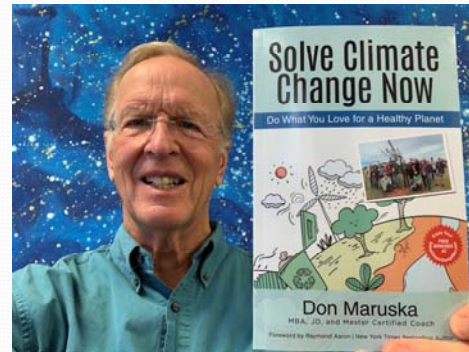
Enjoy being a climate solver

Don Maruska

Climate@DonMaruska.com

805-772-4667

Thank you!



www.SolveClimateChangeNow.com