

Audubon of Florida Climate  
Change Forum

September 12, 2008

University of North Florida  
Jacksonville

Peter Johnson

# Forum Overview

➤ Purpose

➤ Planning

➤ Forum

➤ Outcomes

# Purpose

## Generate Public Support for Political Action:

- **Federal Carbon Cap & Trade Legislation-80% by 2050**
- **State Renewable Portfolio Standard-20% by 2020**
- **Build Florida Climate Action Network and WE Campaign**

# Planning

- Collaborators
- Logistics
- Format and Style
- Topics
- Speakers
- Participants/Stakeholders

# Collaborators

- Audubon of Florida and Duval Audubon
- Sierra Club Florida
- North Florida Global Warming Study Group
- University of North Florida – Environmental Center
- FNRLI Instructors and Fellows

# Logistics

- **Location, Location, Location**
- **Promotion**
- **Length of Time**
- **Hospitalities**
- **Volunteer Coordination**

# Format and Style

- **Displays and Pamphlets**
- **Theater Style Seating**
- **Podium/Microphone**
- **Video Screen and Flip Chart**
- **Speaker Style**
- **Personal Action Session**
- **Door Prizes – Stickers/Buttons/Books/Audubon Bags**





Audubon OF FLORIDA

*Be a Part of the Solution to Climate Change*

Audubon Climate Change Forum: The Problem, Two Important Solutions, and Options for Personal Actions

we can solve the climate crisis.

Date: September 12, 2008, from 1:00 PM until 5:00 PM

Location: University of North Florida, University Center-Room 1058  
12000 Alumni Drive, Jacksonville, FL 32224  
(904) 620-4222

*Open to the Public, Free of Charge*

Speakers: **Allen Tilley**, Professor Emeritus UNF and Moderator of the North Florida Global Warming Study Group  
**Tom Larson**, Cool Cities/Smart Energy Solutions Campaigner, Sierra Club Florida  
**Pete Johnson**, Audubon of Florida—Climate Change Field Organizer

Topics of Discussion:

**Climate Change – The Problem**  
**Carbon Cap and Trade, and Renewable Electricity Standards – Two Important Solutions**  
**Options for Personal Action – Make a Difference!**

Contact: Pete Johnson, Forum Organizer at [petejohnson71@gmail.com](mailto:petejohnson71@gmail.com)

RSVP: Recommended, but optional – please send to [Pete Johnson](mailto:Pete.Johnson)

Sponsors: Audubon of Florida, Duval Audubon, The UNF Environmental Center, and Sierra Club Northeast Florida Group



# Introduction



- Thanks for Coming
- Agenda/Breaks
- Prizes/Hook until End

# Climate Change: The Problem

- Allen Tilley, Emeritus Professor of English UNF
- Phenomenal Speaker to Frame the Issue!
- Taught courses on the rhetoric and ideology of global warming
- Organized an interdisciplinary package of courses on the topic

# Renewable Portfolio Standards (RPS)

- **Tom Larson** – Cool Cities/Smart Energy Solutions Campaigner
- **Excellent Overview – RPS, Efficiency, Governor Crist's Executive Orders, Florida Energy Commission, Governor's Action Team**
- **Actively Involved and Knowledgeable at the State and Local Levels**
- **Plugs for Sierra Club and Cool Cities/Cool Counties**

### Renewable Portfolio Standard

- PSC to require each utility to identify and get electric service from Florida renewable energy
- Provisions requiring diversification of sources
- Subsequent RPS for a 20% goal by 2020
- Draft rule comments study by PSC, publicly solicit comments, hold plan "E" bill
- Legislature to lobby in 2009 session



## Renewable Portfolio Standard

- PSC to require each utility to supply min. pct. electricity from Florida renewable energy
- Promotion, economy, diversification, green
- Governor Crist for a 20% goal by 2020
- Draft rule comments; study by PSC; redraft; more comments; final due YE '08
- Legislature to ratify in 2009 session



# National Carbon Cap and Trade

- **Peter Johnson** – Climate Change Organizer for Audubon of Florida
- General Details of Cap and Trade Systems
- Cap and Trade Most Likely to Pass in Congress
- Waxman Principles – Guide 2009 Legislation

# Options for Personal Action

- 30-Minute Personal Action Session
- Congressional Districts Map – Large Screen
- Handouts – Info and Message
- Letters, Post Cards, Phone Calls
- Follow Up – Climate Action Network

# Outcome of Forum

- Educated and Engaged 50 Participants/Stakeholders
- 25 Letters and Post Cards to Politicians
- 50 New Climate Action Network Members
- 50 Personal Action Handouts Taken Out into Community



# Outcome of Forum

- Built on Existing Relationships and Formed New Partnerships Through Positive Personal Interaction
- Got Invited to Speak/Participate in Future Events
- Gained New Members of Audubon
- Gained Experience for Organizing 2 More Forums in FL

# Lessons Learned

- How to Organize a Community Forum
- Planning, Promotion and Process are Everything
- Personal Interaction Works Best – Before, During and After
- Organizing This Forum Has Bolstered Respect Among Professional and Community Peers

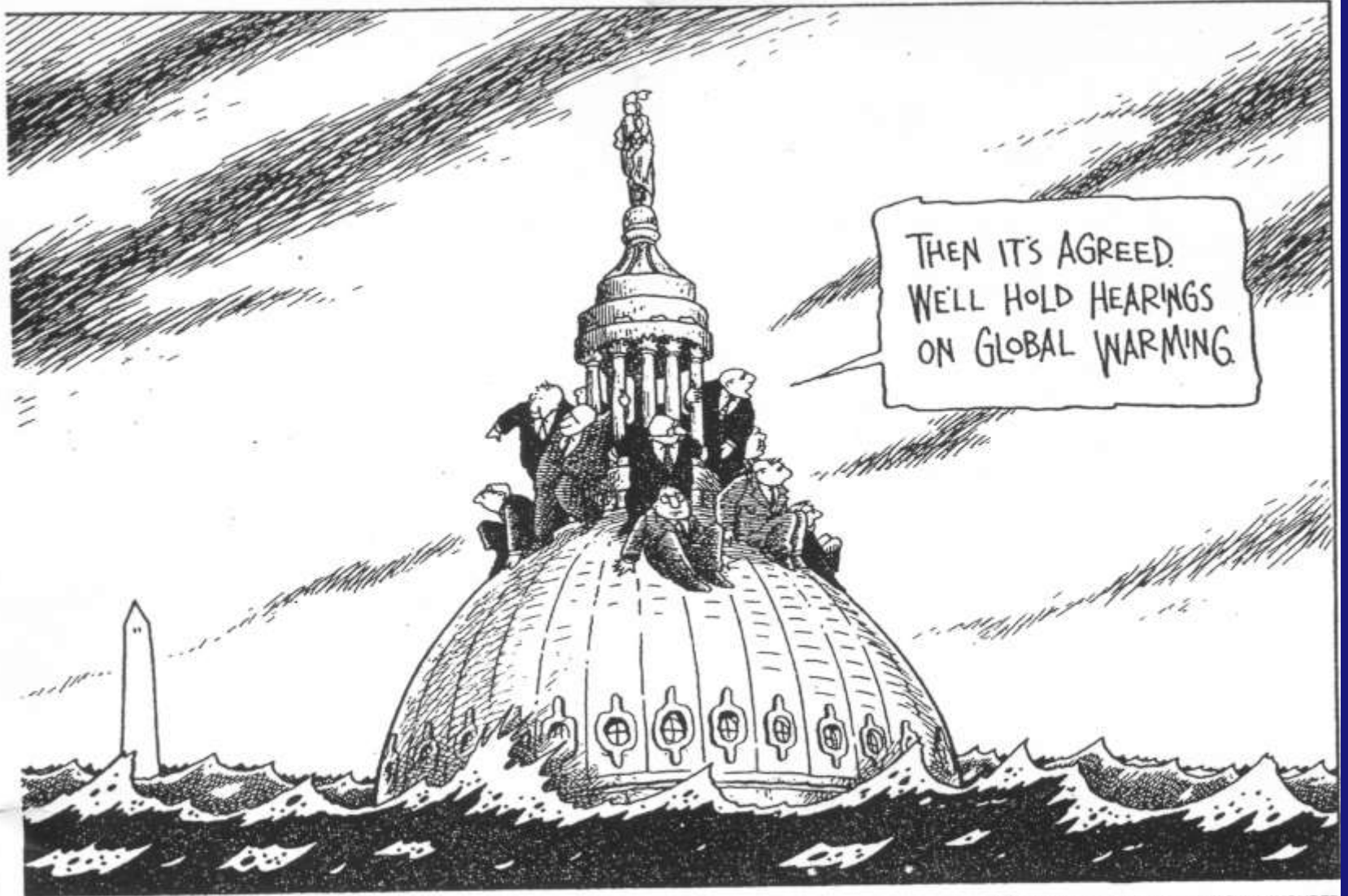
# Lessons Learned

- Forum Needed to be Shorter
- Work Harder to Involve a Wider Range of Stakeholders
- Personal Action Options should be very concise and focused

# Value of this Practicum

- Practicum Did Have a Positive, Motivational Impact on Participants
- This Was the Expected Impact
- Practicum Did Generate Public Support for Political Action

# Our Action Will Help!



BY AUTH FOR THE PHILADELPHIA INQUIRER

*Be a Part of the Solution to Climate Change*

Audubon Climate Change Forum: The Problem, Two Important Solutions, and Options for Personal Actions

Date: November 15, 2008, from 2:30 PM until 4:30 PM

Location: Anne Kolb Nature Center at West Lake Park

751 Sheridan St., Hollywood, FL 33019

*Open to the Public, Free of Charge*

Speakers: **Jessie Glickstein**, Executive Director of Faiths United for Sustainable Energy

**Pete Johnson**, Climate Change Organizer Audubon of FL

Topics of Discussion:

**Climate Change** – The Problem

**Carbon Cap and Trade and Renewable Portfolio**

**Standards** – Two Important Solutions

**Faith Based Considerations and Options for Action**

**Specific Options for Personal Action** – Make a Difference!

Contact: Pete Johnson, Forum Organizer at [petejohnson71@gmail.com](mailto:petejohnson71@gmail.com)

Sponsors: Audubon of Florida, Broward County Audubon, Tropical Audubon, FUSE, and the Alliance for Climate Protection – WE Campaign

**we can solve the climate crisis.**



**FUSE**  
Faiths United for Sustainable Energy

# Audubon's Florida Climate Action Network

[AudubonofFlorida.org](http://AudubonofFlorida.org)

Peter Johnson

Climate Change Solutions Organizer

Audubon of Florida

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