

CITY OF MERCED
Development Services

TO: Climate Action Plan Ad-Hoc Advisory Committee
FROM: Bill King, AICP, Principal Planner
DATE: July 7, 2011
SUBJECT: Branding the Plan

ACTION REQUIRED: Group Discussion

DISCUSSION

The Climate Action Plan will soon become a public policy document and will be cited, handed out, and referred to, both in local government offices as well as by community groups. As a living document, it will convey its message with a certain tone.

As a policy document, it will provide guidance to staff analysts, future decision makers and implementers of the plan. As a document that provides guidance for future actions, the intent and purpose of the document should be clear.

Additionally, the success of the Plan will rely upon how well received it is by its implementers, in this case, local government staff and leaders, as well as the community. Given that the largest amount of GHG reductions will need to come from the community, the Plan should be presented in a manner and format that is accepted by this larger group or set of stakeholders.

STAFF REQUEST

- With this in mind, Staff requests that the Committee discuss and offer guidance on important plan topics as well as the tone and scope of the plan. Notably, many Cities and Counties have addressed Climate Change in the context of Sustainability. Indeed, many of the suggested Climate Action Plans on the website of the California Office of Planning and Research are Sustainability Plans (for example, City of Fresno), while some are narrowly focused on Climate Change (for example, City of Apple Valley), while others are a mixture of both (for example, City of San Rafael). The website of OPR is <http://www.opr.ca.gov/> should you wish to review other options. Look for: [OPR's List of Local Plans and Policies Addressing Climate Change](#)

OVERALL PLAN DESIGN

Please note that UC Merced interns will be at the meeting to hear the discussion. They are, assisting staff with creating the visual design of the CAP (fonts, colors, images, section formatting), mainly to blend the technical nature of the CAP with a distinct Merced flavor

and design. The discussion by the Committee may offer some themes onto which the design could be based

Attachment:

- A. City of Fresno CAP
- B. City of Apple Valley CAP
- C. San Rafael CAP