

EDUCATION AND OUTREACH COMMITTEE
FOR THE
PORTOLA VALLEY
GREENHOUSE GAS REDUCTION PROGRAM

MISSION-

To educate, inspire, motivate and support the community of Portola Valley as we confront climate change by reducing the size of our carbon footprint. In order to be successful, we believe that the implementation of our recommendations must be engaging, fun and open to creative input from town residents.

TARGET AUDIENCE-

This committee will educate, inspire motivate and support the following groups

1. Portola Valley businesses and Town employees.
2. Teachers, administrators, and students at both Ormondale and Corte Madera.
3. Residents of our community.
4. PV Science and Nature Committee

STRATEGY-

We have a three-pronged strategy for reducing the size of Portola Valley's carbon footprint.

1. Events- We will develop a series of events that will engage the town residents in meaningful discourse about the problems, solutions and opportunities created by climate change.
2. With the support of the schools and the town, we will develop a Carbon Diet plan for residents and businesses. We hope to enlist school children as advocate/volunteers. Children can motivate parents to evaluate their carbon footprints and make the changes necessary for a successful Carbon Diet.
3. With community and business support, we will make Portola Valley a more user friendly town for residents who are willing to use carbon free forms of transportation. We will also promote bicycle safety and other programs that support safe behavior on multi use roads and trails.

TIMING-

1. We would like to have at least one educational event by April 2008.
2. Form student teams to gather energy use information from residents by mid-April. The week before Spring break (April 9 – 13) is our target for generating energy use baselines among residents (parents of students will be the first targets).

Breakdown of focus areas:

Schools

Expand current curriculum to include age appropriate activities that raise awareness and take actions that support our role as stewards of the planet.

Possible Actions could include:

1. Improve safe routes to school that don't use fossil fuels.
2. Consistent recycling/composting programs
3. Carbon footprint measuring activities and homework.
4. School/Town sponsored Earth Day fair.
5. Opportunity Fair –What do the jobs of the future look like in a carbonconstrained world?
6. Organize and share energy related curricula developed at PVSD with other schools and home educators

Community

Engage town businesses and residences in the effort to reduce carbon use in our community.

1. Provide content for “Cool PV” website. Content can range from the science of global warming to innovative renewable energy projects to some sort of interactive “blog” to practical tips on how to reduce carbon use.
2. Create a public face for our efforts.
An example would be a CO₂ reduction goal tracking sign similar to the Town Center Project.
3. Community Education Night – Create an opportunity to hold events with guest speakers or a type of energy conservation fair with industry and NPO representatives that could address areas of interest around carbon use.
4. Incorporate a PV Cool presence into existing town events such as the town picnic
5. Work with the Science and Nature committee to plan joint events.