
MT2030
CLIMATE
SUMMIT
SUN VALLEY 26
PRESENTED BY TORUS

ROOTED IN RESILIENCE
MCCALL, IDAHO

NARROW-CASTING & GREEN-HUSHING

The Story of Climate Engagement in Small-Town Idaho

Turn to your neighbor: Share a time when you had to defend your stance on climate change.



Narrowcasting: tailoring messages to specific segments based on values and community identity to help tell the story of McCall’s interaction with its environment.

Greenhushing: downplaying environmental claims to customize a climate plan for a community that didn’t know they needed one.



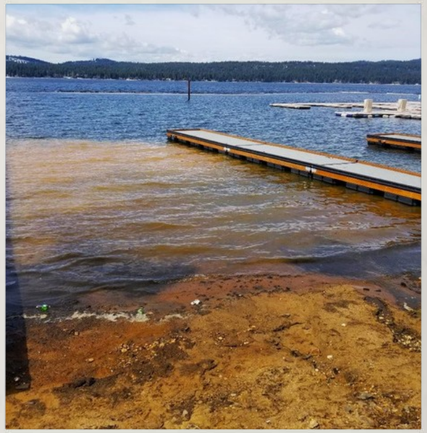
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FROM THE PLANNING PERSPECTIVE

The Context



Wildfire



Water Quality & Quantity



Tourism



Reduced Snowpack



The Problem

- **Planner’s ethical obligation**
- **Take a step back**
- **People are worried about water, wildfire, general quality of life.**

Survey Results

Using less water

Aware and participating	46%
Aware and not participating	34%
Somewhat aware, not aware, not intersted	20%

Wildfire smoke is the largest impact to quality of life



Awareness of energy efficiency benefits

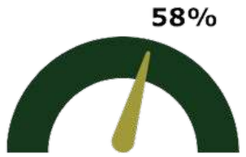


46% are participating in energy efficiency programs

Top concerns

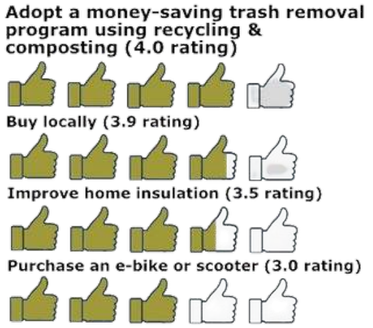
- Harder to park
- Crowded lake
- Attainable housing

Clean Energy Your Way program perceptions



Respondents report they are likely to, would, or already participate in this program.

Using a 1 to 5 scale, respondents indicated they would be most likely to:



Residents gravitate towards bikes as car alternatives



77%

Top reasons for car-travel are convenience, lack of sidewalk connectivity, and weather.

Interests

- Wildfire readiness
- Diversifying energy sources
- Waste diversions
- Buying local
- Improving insulation



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FROM THE COMMUNICATIONS PERSPECTIVE

Different Points of Entry

Transportation encompasses all of the ways that residents of McCall travel around the City.

Health and resilience refers to the opportunities to both reduce emissions and improve community health.

Destination management tackels emissions related to McCall’s visitor economy.

Internal Conversations

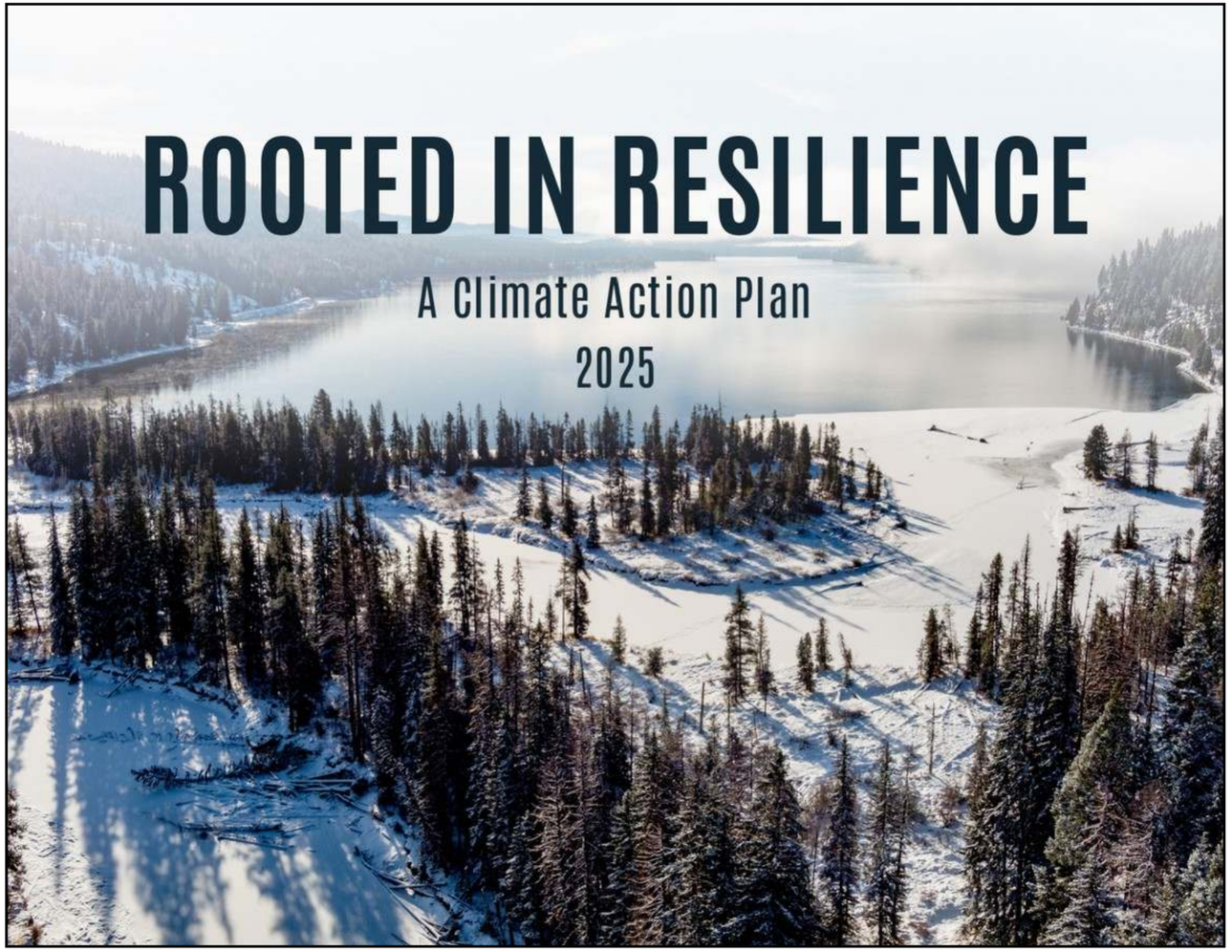
City of McCall IDAHO

Public Works
Parks and Recreation
Community and Economic Development
City Council
Municipal Airport

Identify Barriers to communication and implementation barriers
Something actionable for staff
Green hushed staff



Focused Conversations



CAP Steering Committee

Communications
Samantha Sais

Law
Fred Coriell

Natural Resources
Ryan Kinzer

Non-Profit Sector
Jenny Ruemmele
Laura McGeorge

Tribal Nation
Stefanie Krantz

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ACTIVITY 1

PLAN

Individually: Use the archetype card in front of you to sketch out the values and priorities of your ‘potential stakeholder’.



Focused Conversations



Other

MOSS
Mountain Community Transit
USFS - Payette National Forest
Ponderosa State Park
Valley County Wildfire Deptartment
McCall Area Youth Council
Local Architects
Local Builders

Focus group with

the Nez Perce Tribe

Two Open House events: EV Demo Day & Arbor Day

EV

5

Informational interviews with City Council

Informational interview

with the Airport Manager

Six community-wide rapid surveys

2

Community workshops, one with McCall-Donnelly High School students, & one with McCall adults

(Co-hosted by the McCall Outdoor Science School Graduate Program

Attendance at the

McCall Fall Festival

Three community-wide Meetings-in-a-Box

3

Focus groups on Transportation, Health & Resilience, & Destination Management







City of McCall IDAHO



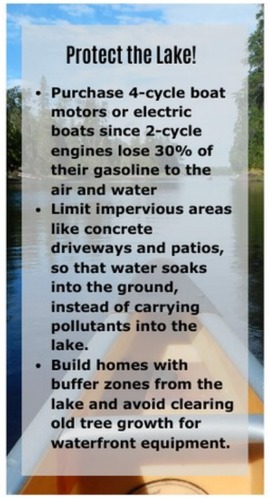




Case Study Type: Health and Resilience

Suggested time to read all case studies: 20 - 30 minutes

Minnesota Guide to Lake Protection and Management



Where: Minnesota is famously called the “Land of 10,000 lakes.”

What was the challenge: The pressure of growth and development lead to increased lake pollution. These national treasures are important source of drinking water and recreation.

Summary: Minnesota’s Freshwater Society and the Minnesota Pollution Control Agency created a guide to Lake Protection and Management. The guide helps those who live around and recreate in lakes to actively protect them through intelligent building and landscaping design, yard care and modified boating, swimming, and fishing.

Results:

- Lake users are equipped to protect water quality through stormwater management and low-impact development best practices.
- Community wealth is protected for generations. Proper lake management protects the value of properties on the water, which would be damaged if the lake were toxic. Secondly, lake management protects the “value of having congenial, satisfied, and compatible neighbors on adjacent shorelines.” - https://www.pca.state.mn.us/sites/default/files/lakes-guidetoprotection-2.pdf

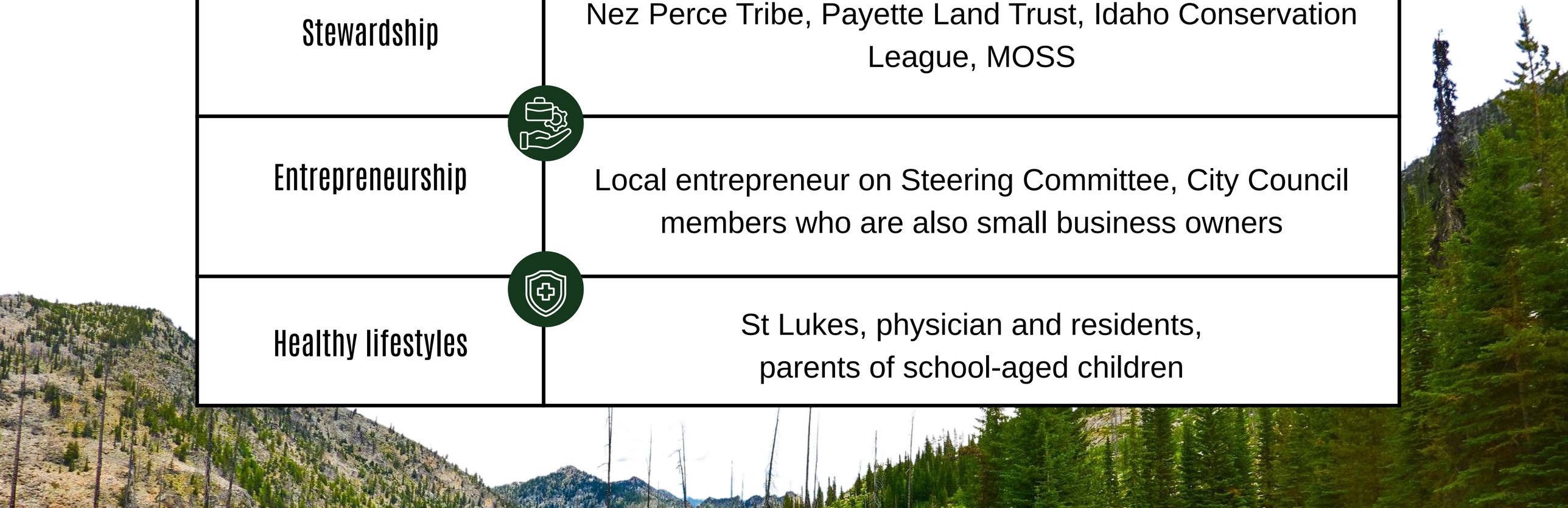


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FROM THE CONSULTANT PERSPECTIVE

The Context Tool

Tourism and Recreation	Chamber of Commerce, Ski Resort, Scandia Inn
Stewardship	Nez Perce Tribe, Payette Land Trust, Idaho Conservation League, MOSS
Entrepreneurship	Local entrepreneur on Steering Committee, City Council members who are also small business owners
Healthy lifestyles	St Lukes, physician and residents, parents of school-aged children



Revolutionary Threshold

Case Study Type: Health and Resilience

Suggested time to read all case studies: 20 - 30 minutes

Colorado Community Solar



Where: Colorado is growing in population and is increasingly more popular as a tourist destination.

What was the challenge: The cost of living in Colorado is steadily climbing as more people travel and move to Colorado. Some Coloradans are struggling to make ends meet and wanted to find ways to lower their energy bills but did not have money to make huge upgrades.

Summary: Energy Outreach Colorado, an organization that helps low income individuals and families reduce their energy bills. Among other programs, they offer free subscriptions to community solar gardens across the state.

Results:

- Community solar helps people address the high cost of living by reducing the cost of electric bills.
- People living in apartments, condos, or mobile homes can benefit from solar, even if they can't install panels on their home.
- Adding solar as an energy source can help prevent energy blackouts during extreme weather events.

Nez Perce and Coeur d'Alene communities have community wide solar implementation - would be interesting to talk to them about logistics and feasibility.

Boston Medical has solar on their hospital. The distribute energy credits to low-income patients to help reduce energy bills. St. Luke's is aware of this program.

Case Study: Salt Lake City, Utah

In 2018, Salt Lake City published an Electrified Transportation Roadmap. This step-by-step guide helps cities across Utah switch their fleets to electric vehicles. As of 2022, the City's fleet includes 61 electric vehicles, which saved the City 8,812 gallons of gasoline and 499.7 tons of GHG emissions.

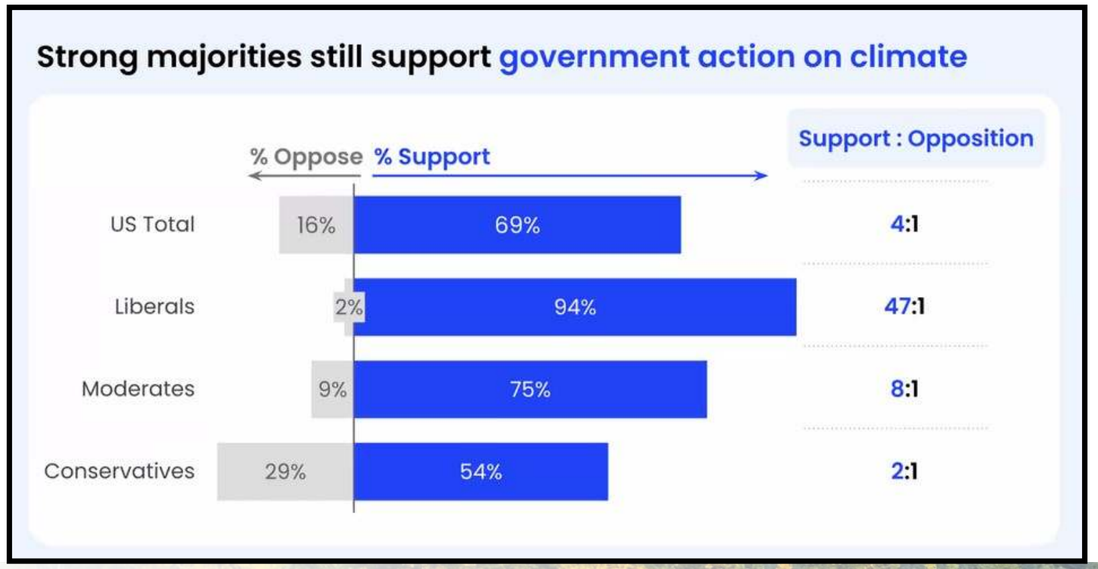


Electrified Transportation Roadmap

Best Practices and Clean Air Solutions Guide for Local Governments in Utah



The Language Data







The Language Swap

Trigger Words	Replacement Words
Sustainability	Responsible Management
Equity	Fainess in Communities
Crisis	Solutions
GHG Emissions	Heat Trapping Blanket of Pollution



Analyze **Bridge** **Pivot**

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ACTIVITY 2

Working with the person next to you: Use the same archetype card to list out trigger words and which language swaps you might consider to better appeal to their values and priorities.



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ACTIVITY 3

PLAN

Share out a topic or challenge in your community for group workshopping!



GET IN TOUCH

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Erin Greaves | Director of Community Engagement & Public Affairs

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Grace | Managing Director of Communications & Engagement

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VIEW OUR AWARD-WINNING PLAN

Thank You