



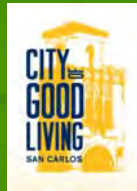
Effective Public Engagement When Values & Beliefs Collide

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San Carlos & Green Programs

- Silicon Valley community
 - Population: 28,000
 - Highly Educated
 - High Income
- Environmental Program
 - Council requested broader City program in 2007 in response to resident interest
 - Partnering with other agencies to leverage results
- Outreach & engagement – public & business a priority
 - General Plan, Climate Action Plan, Polystyrene Ban, others





The Situation

- Public Comment Item
 - Agendize for discussion
 - Report on what you learned
- Issues Raised
 - City membership in ICLEI
 - UN Agenda 21 was a treaty
 - Ranch zoning in Siskiyou County & future beef shortage
 - Coastal Commission permits
 - San Jose's ABAG membership
- Placed on Future Agenda





How It Was Handled

- City's Green Programs**
 - State mandates & regs
 - Council actions to expand
 - Partners: Climate Task Force, SC Green, Beacon Award
 - UN and ICLEI are not factors
- Outline the Issues**
 - Transcript of agenda request
- Analysis & Options**
 - Reported what we learned
 - Offered next step for each one
- City Council reaffirmed**
 - Green Progs & ICLEI





Closing Thoughts & Advice

- List State Laws & Regs that require actions
- Discuss City programs & Council expansion
- Clarify role that each group/resource plays
- Offer next steps to take for Council, speakers
- Audience: residents, media, speakers
- City Council vote to reaffirm, bring closure





References

- Beacon Award – City of San Carlos web site
 - <http://www.ca-ilg.org/beacon-award-participant-profile/city-san-carlos>
- Involving the Public in Climate Planning (ILG)
 - <http://www.ca-ilg.org/sustainability-case-story/city-san-carlos-involving-public-climate-change-action>
- American Planning Association (APA) – Agenda 21
 - <http://www.onebayarea.org/pdf/Agenda21mythsfacts.pdf>
- Video/Report: San Carlos Council Mtg – Jan 23, 2012
 - <http://www.epackets.net>
- Video: Glenn Beck on the UN's Diabolical Plan
 - http://www.youtube.com/watch?v=esJY2SK_4E



Questions & Discussion
