

The San Diego Foundation

Environment Program – Climate Initiative

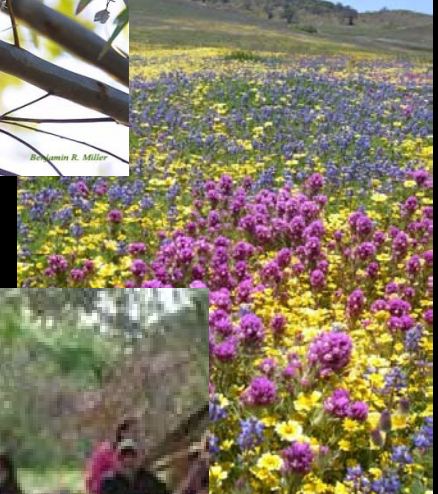


Sustainability Efforts in the San Diego Region
Marisa Aurora Quiroz



What is at stake in the San Diego region?

- Environmental health
- Deciding today for 2050
- Conservation hotspot
- Demographic tipping point
- Building the field
- Emerging philanthropy



SB 375 101

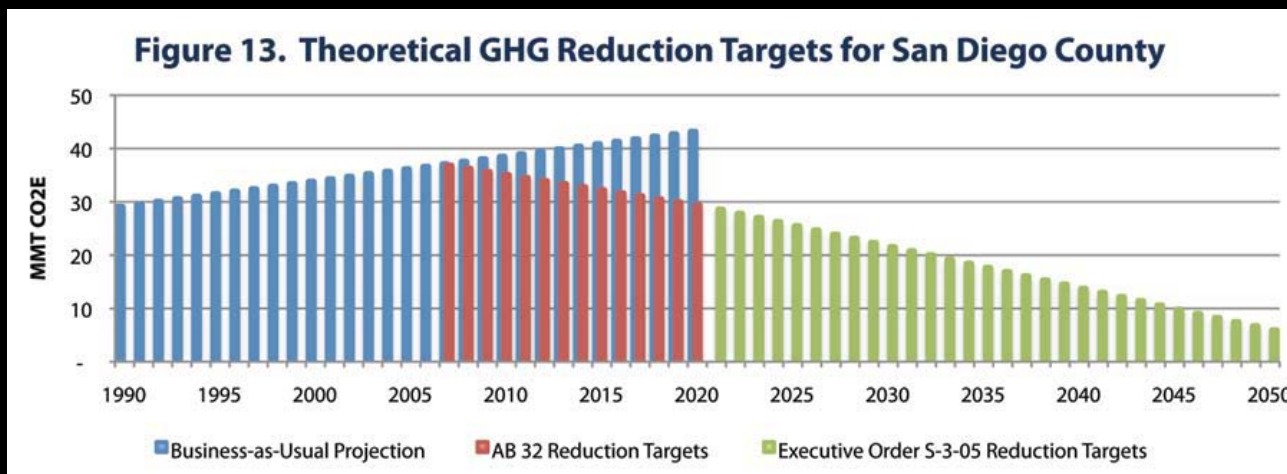
Regional targets

Sustainable Communities
Strategy

Integrated planning



Our Region's Carbon Footprint & Reduction Mandates



Source: www.sandiego.edu/epic/ghginventory

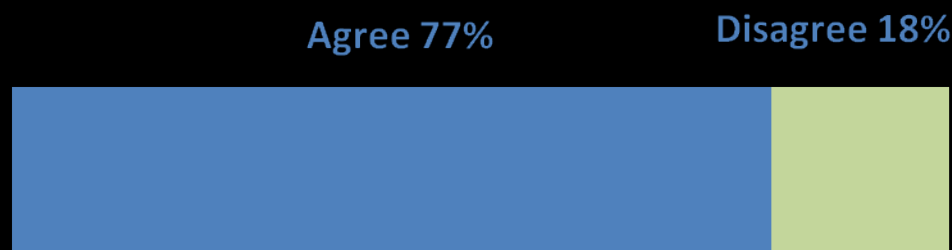
Public Opinions on Climate Change

Key Findings from A Countywide Voters Survey, August 10-18, 2010

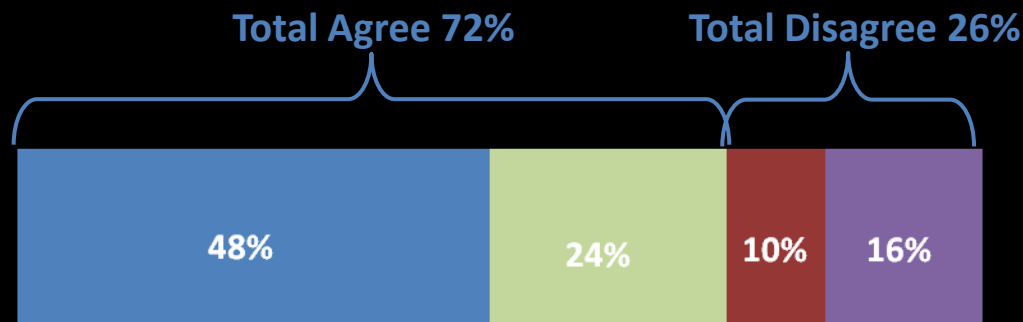
Conducted by Fairbanks, Maslin, Maullin, Metz & Associates – FM3

A strong majority of voters believe that a strong economy and a clean environment are compatible, and that we should set ambitious goals for GHG emission reductions

We can have a clean environment and a strong economy at the same time without having to choose one over the other



San Diego County should take a statewide leadership position in setting GHG reduction goals



■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly disagree

Public Opinions on Climate Change

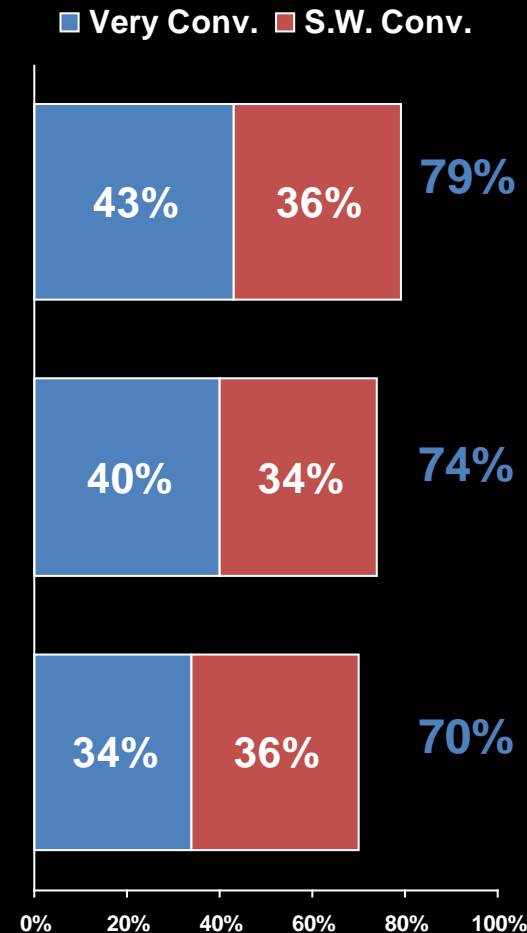
Fairbanks, Maslin, Maullin, Metz & Associates – FM3

Economic and health benefits of AB 32 appeal most to voters

JOB CREATION Investments in more energy-efficient technology and infrastructure can create new, high-quality jobs and **expand business opportunities** here in San Diego County. We can put thousands of people to work building solar panels and other clean energy products, and upgrading buildings to become more energy efficient.

AIR POLLUTION/HEALTH) Air pollution and smog are responsible for thousands of cases of lung disease and asthma across San Diego County each year. Using more clean, renewable energy in San Diego County will **help make our families healthier**.

ECONOMIC BRIGHT SPOT During this recession, clean technology is the one bright spot in San Diego County's economy. While the overall number of San Diego County jobs shrank in recent years, there are **four times as many clean technology companies** in San Diego County creating jobs **than there were two years ago**.



Local Government: Opportunities for Change

SD region at a “tipping point” ...

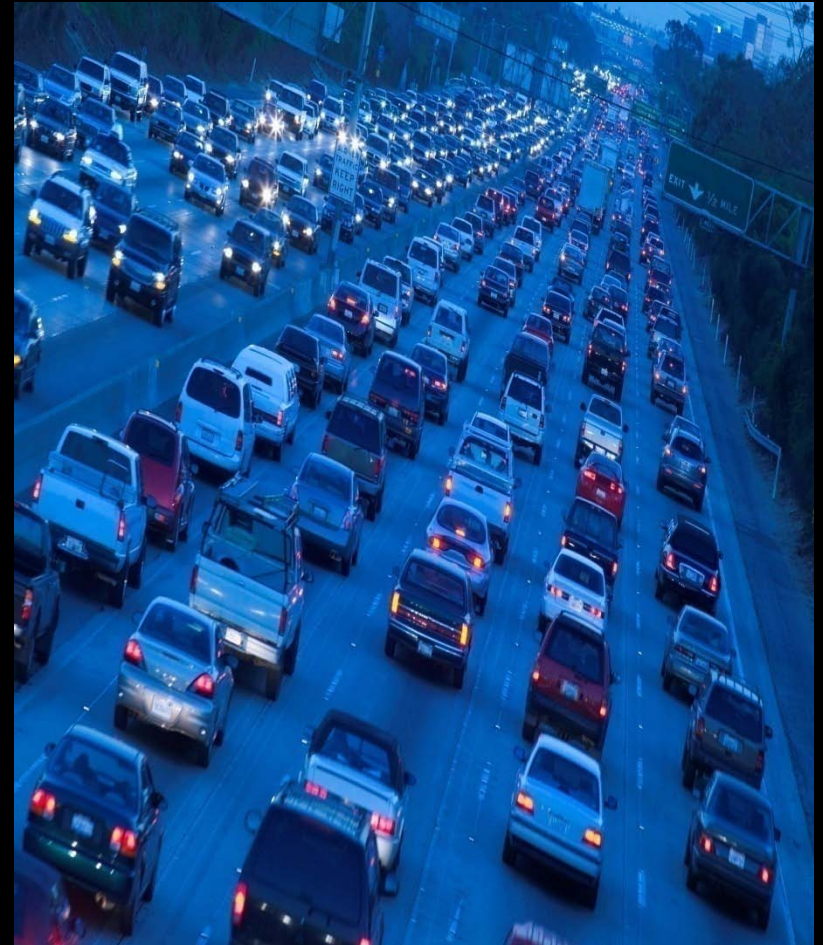
- Updates in 50% of jurisdictions over next 2 years...
- ...will determine land use and transportation for decades



San Diego's Transportation Reality

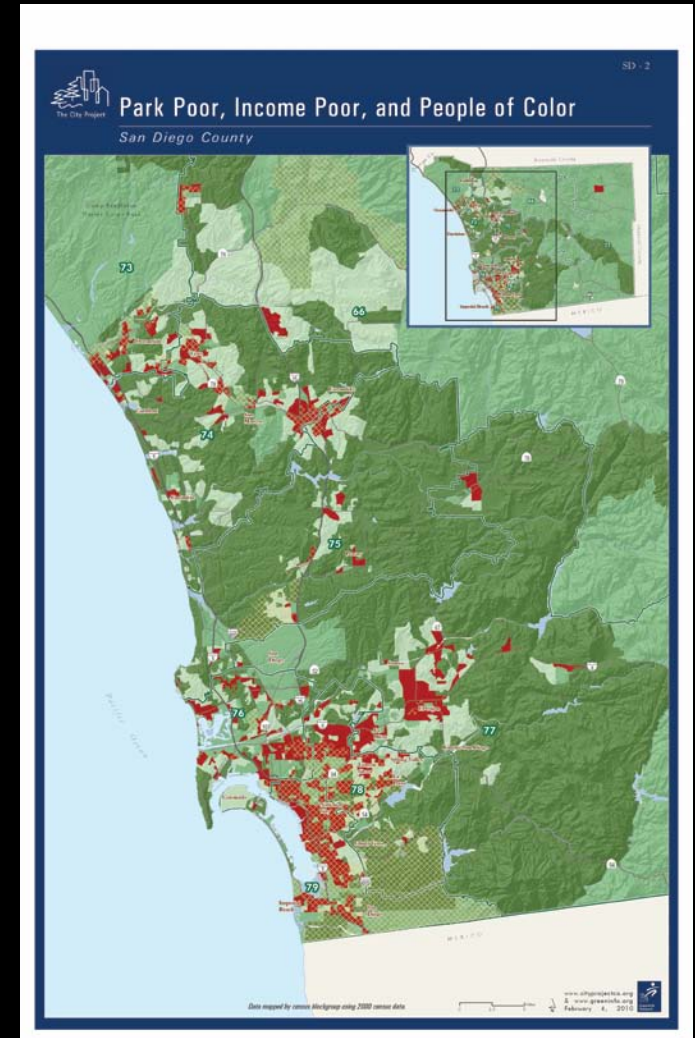
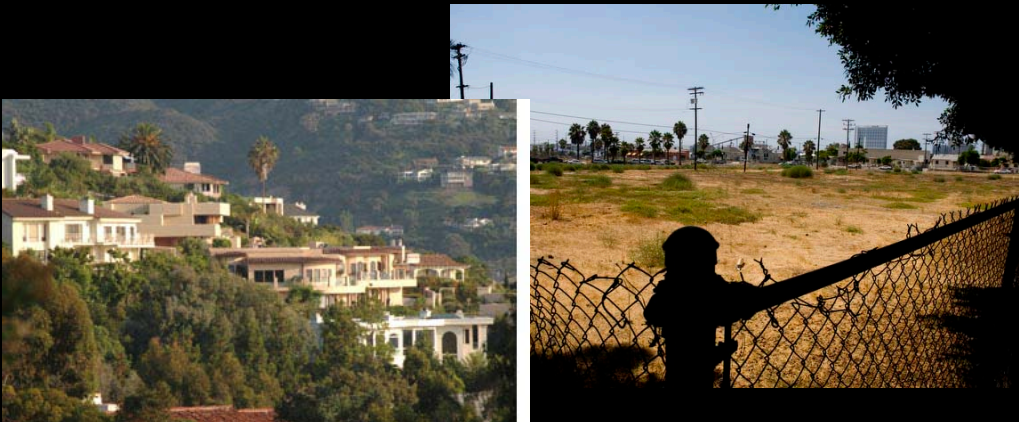


- Highest emissions per capita
- Cars as land hogs
- 2/3 of land dedicated to cars



San Diego's Social Equity Reality

- America's Finest City?
- Access & the I-8 Divide
 - transit, parks, housing, jobs, and public health
- 3 /10 less than self-sufficiency



Opportunities for Social Equity through SCS

- Improve environment to address poverty
- Focus on increased access
- Build local grassroots leadership



Social Equity Policy Wins

- Increase access to affordable housing through the SCS
 - Pass inclusionary housing policies
- Prioritize public transit in the RTP
- Social equity principles and goals in the RTP/SCS
- Require local hiring and training for women and low income people



Policy: Where We Were: 2006

US Mayors/Climate Action Registry

- Del Mar

Greenhouse Gas Inventories

- Chula Vista and San Diego

Local Climate Action Plans

- Chula Vista and San Diego

Other Regional Plans



Policy: Where We Are: 2011

US Mayors/Climate Action Registry

- **13 Local Governments Committed**, including Carlsbad, Coronado, Chula Vista, Del Mar, El Cajon, Encinitas, Imperial Beach, La Mesa, National City, San Diego, Solana Beach, Vista, and the County.

Greenhouse Gas Inventories

- **All 19 Local Governments** (Seven cities' inventories will be finished by February 2011), as well as Port of San Diego and San Diego County Water Authority

Local Climate Action Plans

- **Chula Vista and San Diego.** Plans for the County of San Diego, Del Mar, Encinitas, Escondido, National City, Solana Beach, and Vista in development

Other Regional Plans

Port of San Diego: *Mitigation Adaptation Plan*

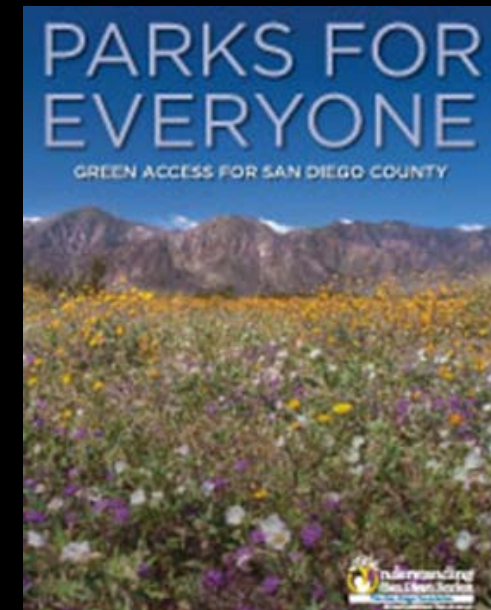
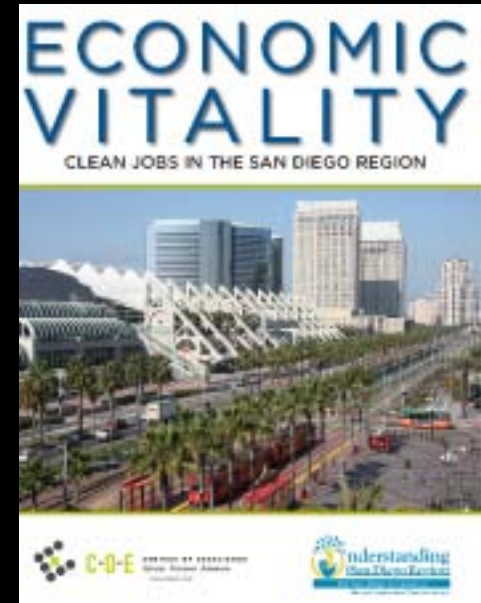
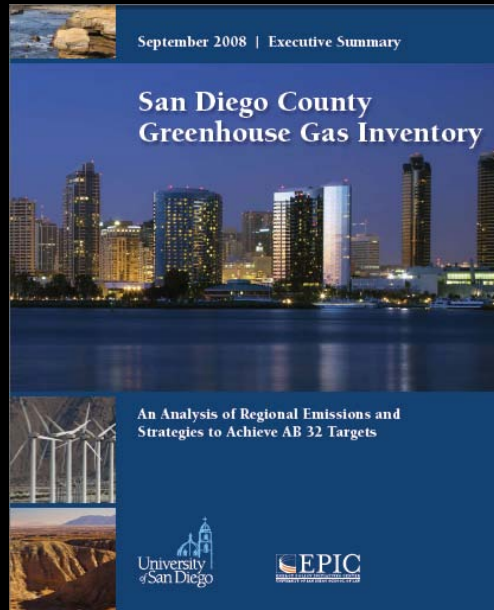
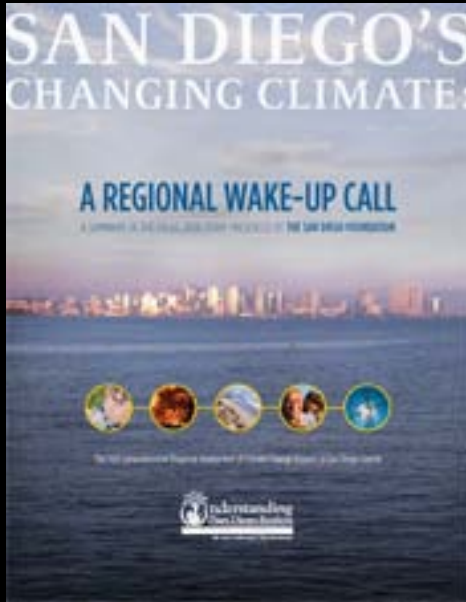
SANDAG: *SB375 Sustainable Communities Strategy; Regional Climate Action Strategy*

San Diego County Water Authority: *Master Plan*

US Navy Region Southwest: *Federal Leadership in Environment, Energy, & Economic Performance*



Research



Fairbank, Maslin, Maullin, Metz & Associates - FM3

Public Opinion Research & Strategy

SANTA MONICA • OAKLAND • MADISON • MEXICO CITY





Looking Ahead





The San Diego Foundation's *Environment Program*



Thank You!