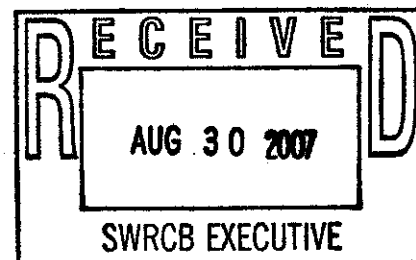


Climate Change 08/23/07
Comment Deadline: 9/14

From: Amy King <apking@ucdavis.edu>
To: <spotter@waterboards.ca.gov>
Date: 8/30/2007 12:14:09 PM
Subject: Climate Change and Water Resources public comment



I would first like to thank both the Water Boards and DWR for an efficient and informative hearing last Thursday.

I would like to address 3 questions that came up several times during the course of that meeting:

1. How can SWRCB and DWR get the public to adopt some of the simple lifestyle changes that we already know would make a big difference in mitigating the adverse effects of climate change in CA?
2. How can the SWRCB and DWR work together on accomplishing the goal of incorporating climate change into water management policy, given limited resources and staff time?
3. How specifically can SWRCB and DWR contribute to CARB's scoping document by early next year?

I think an appropriate answer to all 3 questions can be found in putting state time and funding into rigorous public outreach efforts. A focus on outreach is a great answer to all of those concerns:

1. Convincing the public to switch to compact florescent light bulbs or low flow shower heads, as was brought up at the meeting, is not as easy as it seems. However, the timing is perfect for good public outreach campaigns in our efforts to combat climate change. Californians are ready to digest the basic science of climate change, and when presented with the facts, will eventually make conscientious choices as consumers in light of those facts. This is particularly relevant to 12-22 year olds, who are coming of age in an era where climate change is becoming an accepted reality. Outreach targeted at this age group will be extremely effective in the long run.
2. Public outreach is a great area for inter-agency cooperation. Most of the public doesn't distinguish between SWRCB and DWR; it is all just "the State." An effort by the State agencies who manage our water supply to educate the public about climate change would not only create a positive common ground on which SWRCB and DWR can meet, but could be very effective in educating the public on the linkage between their water use and climate change. Californians are accustomed to hearing about the need to conserve water in our arid state, but they are not yet accustomed to hearing about why water conservation could have a tremendous impact on reducing our greenhouse gas emissions. Hearing this message from CA water agencies could lend a lot of power to the message.
3. SWRCB and DWR could directly contribute to CARB's work on implementation of AB-32 and their scoping document by taking on statewide outreach efforts where water and climate change intersect.

Public outreach efforts are a long-term investment, but can reap tremendous rewards. Educating citizens on the impact of their

individual choices is not only necessary to combat climate change, but is ultimately empowering to the citizenry.

Sincerely,
Amy King

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