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July 2025

# Local Governments United

Building a Statewide Advocacy  
Coalition for Climate Action





# Agenda

Context Setting

Advocacy Landscape & Success Stories

Real World Models

Table Conversations

Live Mapping: Barriers and Opportunities

Call to Action

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# Context Setting

What would it look like if we had a powerful voice in Sacramento?

- High stakes state actions need to be informed by local expertise: AB 306, Berkeley vs. California Restaurant Association case, state-local dynamics on housing, shifting climate funding priorities, etc.
- Need for coordination and power building, vs. an individual city's lobbyist

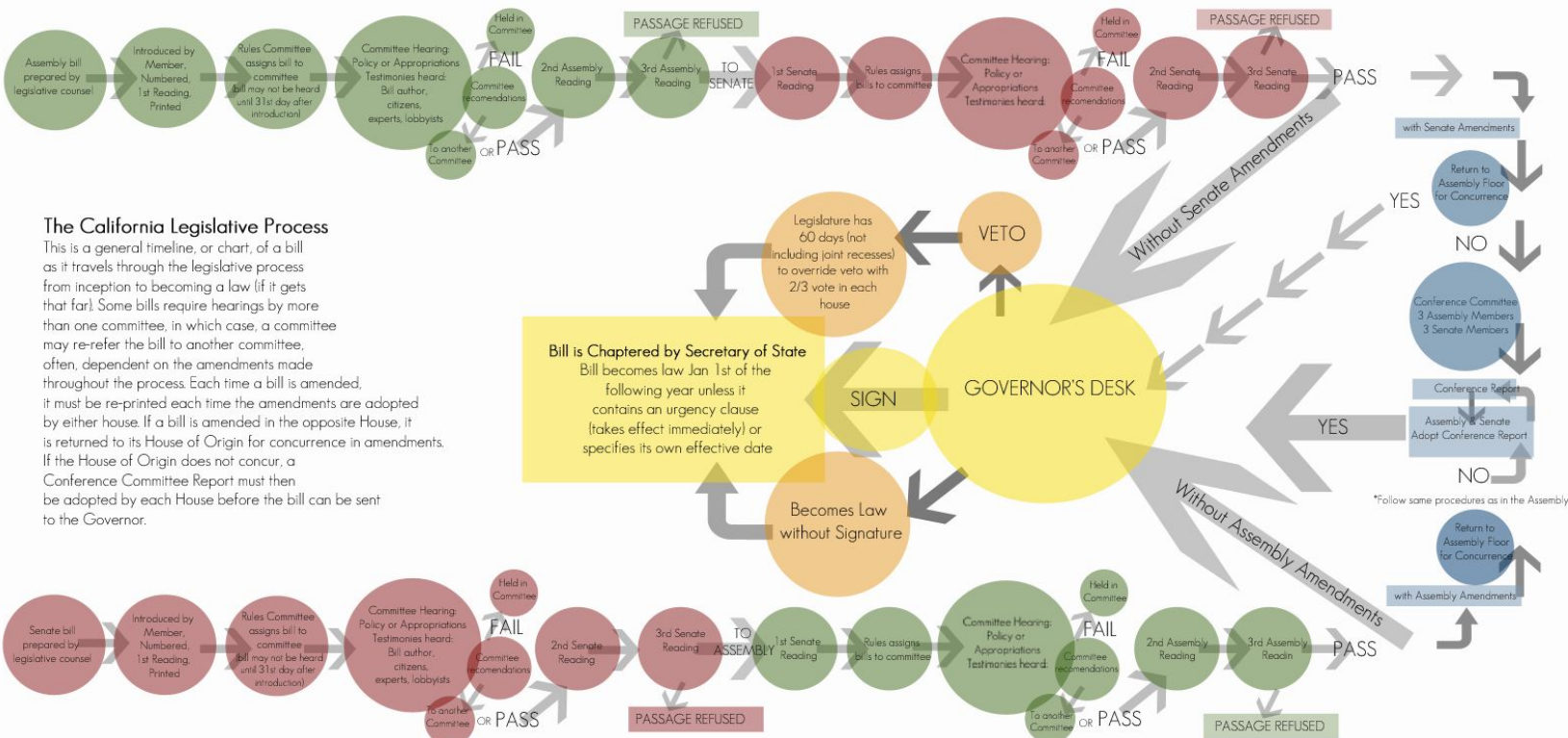


# Legislative Cycle

Suggestions for  
Legislation from:  
Agencies,  
Citizens,  
Governor,  
Lobbyists

## The California Legislative Process

This is a general timeline, or chart, of a bill as it travels through the legislative process from inception to becoming a law (if it gets that far). Some bills require hearings by more than one committee, in which case, a committee may re-refer the bill to another committee, often, dependent on the amendments made throughout the process. Each time a bill is amended, it must be re-printed each time the amendments are adopted by either house. If a bill is amended in the opposite House, it is returned to its House of Origin for concurrence in amendments. If the House of Origin does not concur, a Conference Committee Report must then be adopted by each House before the bill can be sent to the Governor.



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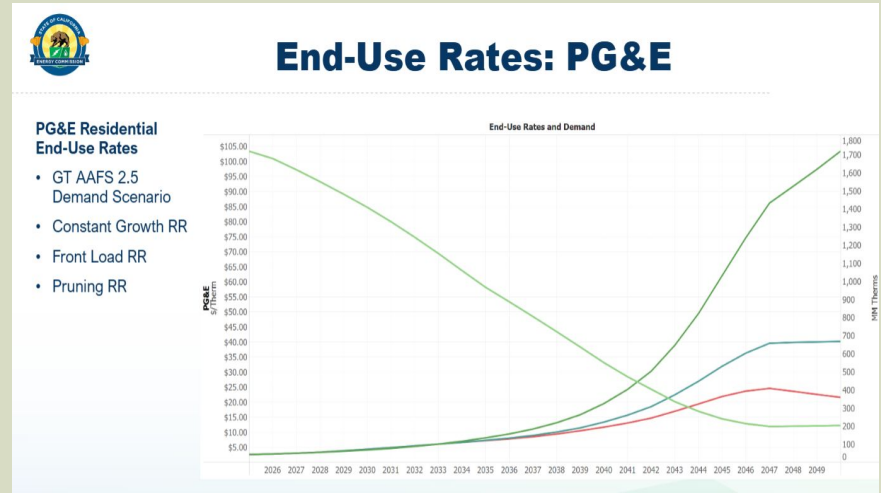
# Advocacy Landscape

- Continuous threats in legislation to halt or alter current local government funding
- Regulatory frameworks centered around utility models and not customer-focused
- Trade-offs between affordability and electricity vs fossil gas prices that encourage decarbonization
- Value of on site solar & storage (aka distributed energy resources (DERs)) vs grid reliability

# Examples



AB 306 and trailer bill 130 pause residential energy code until 2031 & limit local government reach codes



Fossil gas price CEC forecast \$10/therm in every scenario in 2040, and up to \$100/therm in 2050!

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# Success Stories

How California's local governments built power and won solutions at the state level.

Success	Details
Regional Energy Networks (RENs)	LGSEC Filed a motion with the CPUC and ultimately created Regional Energy Networks (RENs)
Benchmarking	SF Created local benchmarking laws that became statewide
Community Choice Aggregators (CCAs)	LGC Created legislation that led to widespread local government load serving entities (LSEs)

# Real World Model: Colorado Coalition

1. TBD



# Table Conversations: How Do You Advocate Now?

1. Does your City have a legislative platform? Are you involved in setting your City or County's legislative platform / can you shape what's included?
2. How do you stay up to date on proposed legislation and/or regulation?  
What tools do you use to engage?
3. What's your city's process for writing or signing onto letters?
4. Do you or your team ever meet with legislators?
5. Share if you've had success from advocacy!



Join at

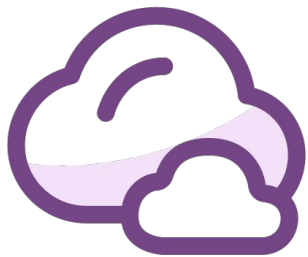
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# What are your current advocacy practices? Select all!





# What relationships do you currently leverage to engage in legislative advocacy?



# Live Mapping: Barriers and Motivators

1. What holds you back from doing more advocacy? (e.g., staff time, legal review, internal process)
2. What would motivate you to step in?
3. How can you bifurcate your public role from individual role if it is a barrier?
4. Crowdsourcing ideas for overcoming these (e.g., templates, shared resources, trainings)
5. Brief share-back from 2–3 tables



# What would make participating and engaging easier?



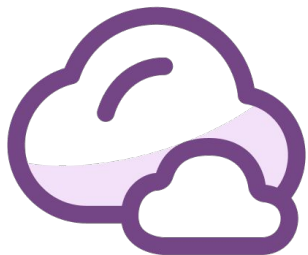
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# What outcome would you want from legislative advocacy?





# Who are potential allies that we aren't thinking of?







**Would your local political landscape be willing to support bold action at the state level?**



# What's Next

1. Sign up to stay engaged
2. 2025 and 2026 Legislative Action plan



**Please provide your email if you'd like to stay in touch about the forthcoming coalition!**



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# Thank you!

If you are interested in learning more, want to join the coalition, or have feedback to share, please send a message to the email listed below or come chat with us now or throughout the duration of the CCEC conference!

## Emails

[aparenteau@santabarbaraca.gov](mailto:aparenteau@santabarbaraca.gov)

[lpohlman@slocity.org](mailto:lpohlman@slocity.org)

[mcosta@energycoalition.org](mailto:mcosta@energycoalition.org)

# TEMPLATE SLIDES



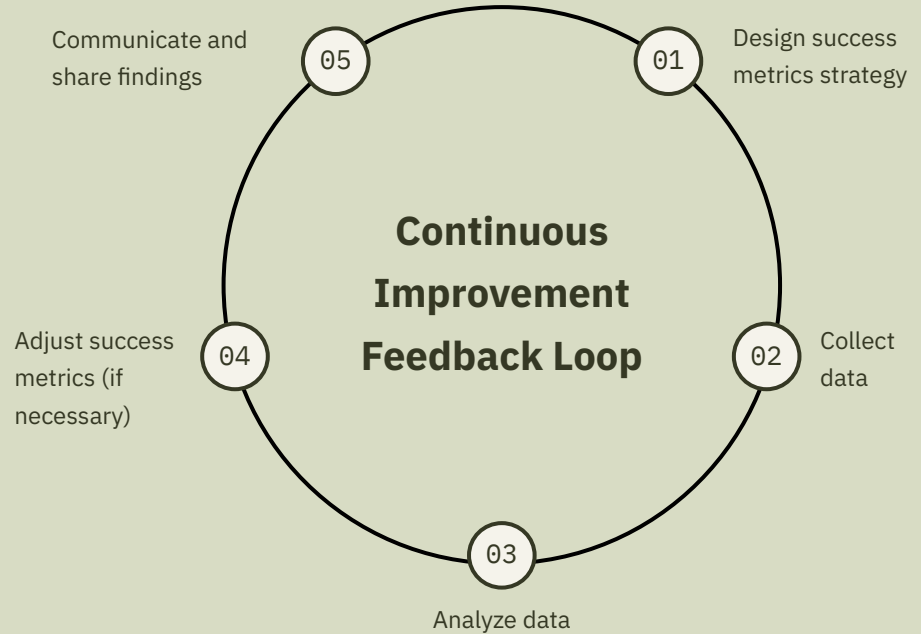
# Key questions for driving successful change

Some questions managers and business leaders should consider during a transition include:

- 01** Why is the change necessary?  
Identify the key drivers and reasons behind the change.
- 02** What's your action plan?  
Develop a detailed strategy to setup the team for success.
- 03** How will you communicate the change?  
Create a communication plan to engage the team and stakeholders.
- 04** What challenges might you encounter?  
Identify potential roadblocks and prepare strategies to mitigate them.

# Real World Models

Use the graphic as a guide in identifying and tracking success metrics for the change initiative.



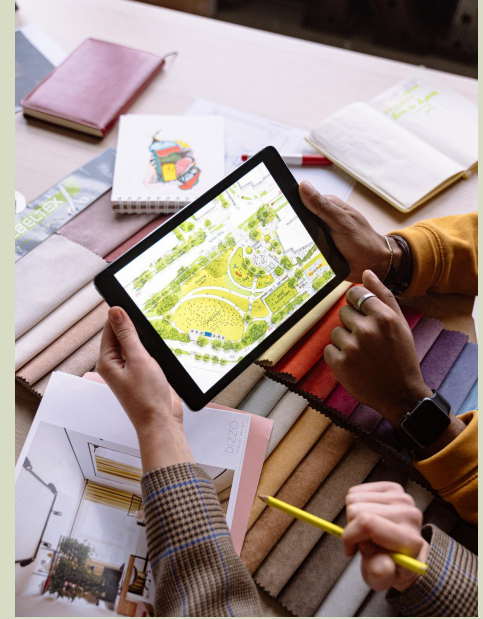
# Types of Change

Organizational change can either be adaptive or transformational.



## Adaptive

Involves small, gradual, incremental changes



## Transformational

Represents significant and sudden shifts from the existing practices



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## 04 Implement the change

Use the sample action plan template to show the steps and timeline for each phase

Action	Assigned	Priority	Status	Start Date	End Date	Notes
Phase 1: Pilot Testing				YYYY/MM/DD	YYYY/MM/DD	Add notes here
Add step 1 here.	Name	High, Medium, Low	Complete, In progress, Not started	YYYY/MM/DD	YYYY/MM/DD	Add notes here.
Phase 2: Add details here						

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# The change in management process

There are 5 key steps in an organizational change:



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# 01 Identify the need for change

Use the table to outline the reasons why the change is necessary.

Factors to consider	Notes
<b>Background</b> <ul style="list-style-type: none"><li>• What current problems need to be solved?</li><li>• How did we get here?</li></ul>	
<b>Current state</b> <ul style="list-style-type: none"><li>• Where are we now?</li><li>• What opportunities are being missed?</li></ul>	
<b>Risks of not taking action</b> <ul style="list-style-type: none"><li>• What future issues might arise if no action is taken?</li></ul>	
<b>Benefits of taking action</b> <ul style="list-style-type: none"><li>• What are the benefits of making the change?</li></ul>	

# 02 Develop a vision and strategy

Use the guide questions below when crafting a strategic plan.

## Strategic goals

- How does this change align with the organization's objectives?

## Key performance indicators

- What indicators will track progress?
- Which metric needs improvement?
- What is the current status?

## Project stakeholders and team

- Who will lead the change initiative?
- Who needs to approve the key decisions?

## Project scope

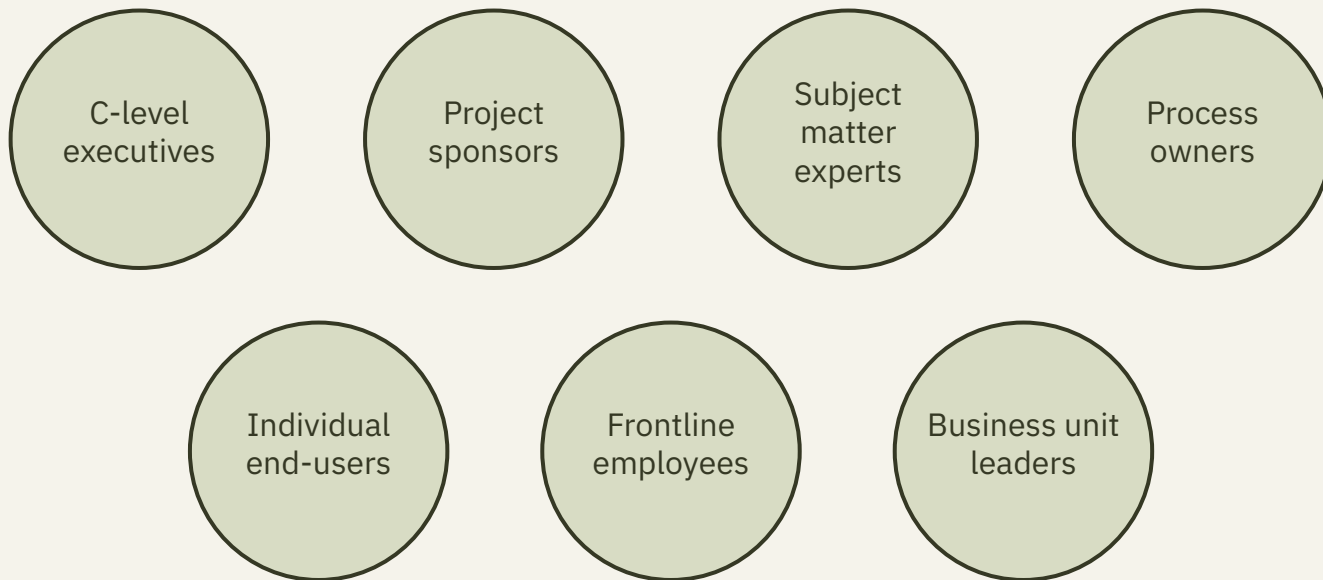
- What specific actions and steps are included in this project?



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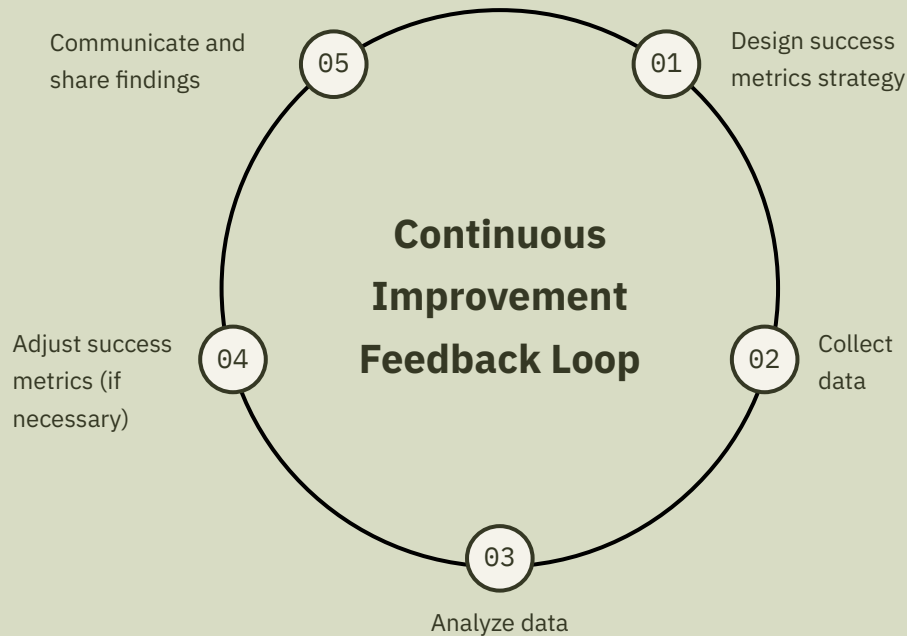
## 03 Engage stakeholders

Consider how to approach and engage each stakeholder throughout the project.



# 05 Evaluate and sustain the change

Use the graphic as a guide in identifying and tracking success metrics for the change initiative.



# Resource Page

Use these in your presentation. Delete or hide this page before presenting.

## Fonts

This presentation template  
uses the following free fonts:

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## Design Elements

