



## COMMUNITY CLIMATE STEERING COMMITTEE AGENDA

October 29, 2014 | 1:00 – 4:00 pm

1000 E. 11<sup>th</sup> St., Room 401

### Agenda

1PM – 1:45PM

Introductions and Overview

- Quick overview of schedule and deliverables
- Today's focus – Communicating and Engaging in the Plan
- Personas – brief overview of each

1:45PM – 2:45PM

Group Breakout 1: Persona Analysis

- Review persona characteristics / consider sub-personas
- What does a day in the life look like for this person?
- What are their top values and goals?
- What are the top three challenges this group faces on a daily basis?
- What motivates this group to change: fun, convenience, cost, peer pressure, the environment?

2:45PM – 3PM

Break

3PM – 4:00PM

Group Breakout 2: Review the three emissions sectors and add notes to the following categories

- What actions is this persona taking now?
- What actions could this persona do now that are available or feasible but aren't widely adopted?
- What future actions fit this persona that could work if leveraged in the right way?
- What are the barriers to take action?