

Low Carbon Leader – Program Guidelines and Helpful Hints

The *Low Carbon Diet* workbook and its suggested meeting schedule (pgs 58-70) are a framework that you can modify to fit your specific audience. As an example, it is entirely possible to complete the program in three meetings, instead of the suggested four, by setting carbon mitigation goals and having households create comprehensive Action Plans prior to the second meeting. More information on completing the program in three meetings is included on the back on this document.

However you structure your meetings, here are some crucial points that should be conveyed to *Low Carbon Diet* participants:

- ❖ This program can be completed by a household working independently to reduce their footprint, but research and real-world examples have shown greater success when working as part of a group with recurring meetings.
- ❖ Anyone participating in the program, including those who have already completed the workbook and reduced their own carbon footprint, can become a “Low Carbon Leader” who hosts and helps facilitate their own meetings. The City of Park City has staff that can help attend and/or assist with this process. More information is available at ParkCityGreen.org:
 - <http://www.parkcitygreen.org/LowCarbonDiet/Get-Started/Enroll.aspx>
- ❖ We have set a goal of 10,000 lbs CO₂ reduced for participating households (compared to their *current* baseline). However, certain participants will have a more difficult time reaching this goal because they’ve already completed a large number of Action Items or have a small number of household members. Feel free to adjust this goal, and expectations, to fit what makes sense for your group.
- ❖ The success of this program will depend on its reach to various groups. You can help ensure a successful program by engaging your neighbors, friends, HOA, workplace, and others in order to get them involved. The *Low Carbon Diet* team will be hosting a large number of events to help facilitate this outreach – events will be posted to ParkCityGreen.org:
 - <http://www.parkcitygreen.org/LowCarbonDiet/Get-Started/Events-Calendar.aspx>

If you hit roadblocks, or need assistance with any aspect of the program, visit the *Low Carbon Diet* section on ParkCityGreen.org. A robust amount of resources has been added to this website – if it’s not on the web, reach out to the *Low Carbon Diet* team for assistance!

Contact Information:

Low Carbon Diet Coordinator
Park City Municipal Corporation
ParkCityGreen@ParkCity.org



Low Carbon Leader – Completing the Program in Three Meetings

Prior to First Meeting

- ✓ Low Carbon Leaders should calculate their personal carbon footprint at:
 - http://www.empowermentinstitute.net/lcd/lcd_files/LCDcalcNet.html
- ✓ Low Carbon Leaders should become familiar with the workbook and be able to describe the program concept and suggest easy Action Items to help people get started. Presentation slides and an introductory email for participants are available online:
 - <http://www.parkcitygreen.org/LowCarbonDiet/Get-Started/Enroll.aspx>
- ✓ Consider scheduling a Home Energy Assessment provided by DwellTek, a Low Carbon Diet Program Partner*. DwellTek offers a handful of different assessments that are catered to your home and identify where you are wasting energy. Mention that you are a Low Carbon Diet participant to receive \$50 off the regular price. The assessment is recommended, but not required, and is a great talking point for future meetings. Visit www.DwellTek.com, or call 866.232.8314, for info.

First Meeting

- ✓ In addition to First Meeting Guidelines in the book (pgs 61-62), ask participants to calculate their personal carbon footprint (weblink above) and create an Action Plan to reduce their impact by 5,000 - 10,000 lbs CO₂. Participants can also begin implementation of certain, simple Action Items.
- ✓ Introduce participants to ParkCityGreen.org and mention that additional Action Items are available on the website. The online Reporting Form is a good resource for participants to track their progress, including additional Action Items completed:
 - <http://www.parkcitygreen.org/LowCarbonDiet/Get-Started/Reporting.aspx>

Second Meeting

- ✓ Begin the meeting by having each household report what Action Items they have committed to and/or completed, plus how many lbs of CO₂ they would like to prevent annually (goal is 10,000 lbs per household, but any amount helps!). This initial part of the meeting should be an open conversation which encourages and informs team members on how to meet their carbon goals.
- ✓ Discuss potential team strategies and shared ways to reduce emissions (e.g., initiate a “Ride the Bus” challenge or book club to help with specific goals among your team).
- ✓ If you’ve completed a Home Energy Assessment, share those results with the group. Collect contact info for anyone interested in their own assessment and forward details to ParkCityGreen@ParkCity.org. We will provide DwellTek with this info for reaching out and scheduling future assessments.

Third Meeting

- ✓ Have each team member provide an update on how many Action Plan items they’ve completed and total lbs of CO₂ reduced. Make sure that the results for your team are emailed to Park City’s Low Carbon Diet Coordinator (ParkCityGreen@ParkCity.org) -- reporting is critical to the program!
- ✓ Celebrate your team’s successes and discuss ways to support the *Low Carbon Diet* for other households in the Park City area. Encourage team members to also become Low Carbon Leaders who help spread the program to new households.

In order to encourage participation, we recommend sending regular email updates and/or other communications to keep your team involved throughout the process.

Past research has shown that 50% of participants will reach the workbook’s carbon reduction goal of at least 5,000 lbs per household and half of these individuals will introduce the program to others. This program has been successful because of its reliance on face-to-face interactions and a team support model. Thanks for helping our community meet local carbon goals by becoming a Low Carbon Leader!

*Note: Park City Municipal Corporation (PCMC) has partnered with certain organizations to enhance the quality of the Low Carbon Diet. However, procuring related services is at the sole discretion of program participants and PCMC does not guarantee any work performed by program partners.