

LEG 2008-0319

August 1, 2008

Mr. Chuck Shulock
California Air Resources Board
1001 I Street
P.O. Box 2815
Sacramento, CA 95814

**Re: Comments of the Sacramento Municipal Utility District
(SMUD) on Public Outreach and Education in the AB 32 Draft
Scoping Plan**

Dear Mr. Shulock:

SMUD was pleased to see that the ARB appreciates the need for public outreach and education to implement AB 32 and that it intends to support the Climate Action Team in creation of a steering committee to guide the State's public outreach campaign. The Draft Scoping Plan ("DSP") gives some examples of the kinds of outreach contemplated by California to generate awareness and involvement in meeting AB 32 challenges. SMUD has some concerns, however, the DSP does not address the magnitude of the challenge before California in convincing the public that meeting AB 32 goals will take personal investment by all Californians. Accordingly, SMUD submits the following general comment to convey its views on the importance of public education and outreach.

**More Public Outreach and Education is Essential if ARB is to Succeed in
Obtaining Public Support for Measures Required to Meet AB 32 Goals.**

The ARB recognizes in the DSP that the "backbone" of an effective GhG reduction plan is public outreach and education. (DSP, p. 66) All reduction measures ultimately proposed by the ARB must be accepted and paid for (either directly or indirectly) by the public. While California has experienced some success in reducing VMT and energy demand through the Spare the Air and Flex Your Power programs a much greater effort is needed to change habits and accept the costs of meeting the challenge of Global Warming. For example, in May 2008, SMUD conducted a survey of its customers about the issue of Global Warming. A large majority (73%) of SMUD's customers feel that global warming is either a serious problem warranting immediate action or that there is enough evidence to at least warrant some action. However, only 52% are willing to actually pay more on their monthly utility bills to help solve Global Warming.

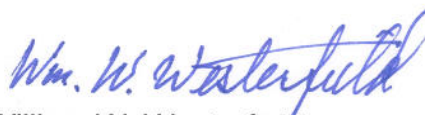
If SMUD's urban customers are representative of the State as a whole, Californians are acutely aware of the problem of Global Warming but a great many of them are still not ready to act. The ARB is considering very stringent regulations that will dramatically change lifestyles and demand sacrifices by all Californians. Much more public outreach and education are needed to prepare Californians for these changes and obtain their support on a personal level. Indeed, it is difficult to envision how ARB can successfully implement AB 32 without a dramatic shift in public opinion.

Changing public opinions will take hard work, creativity and financial commitment. ARB needs to address these challenges more thoroughly in the Scoping Plan. At a minimum, ARB should be responsible for disseminating the following messages contained in the DSP to the public:

- (1) implementing AB 32 will have a financial cost to consumers;
- (2) the overall cost of these policies will have little impact on continued economic growth in California;
- (3) in the long run, and on a strictly financial basis, the costs will substantially outweigh the benefits;
- (4) the sooner these measures are implemented the less it will cost California in the long run.

SMUD offers these ideas as possible or suggested statements that ARB needs to communicate to Californians. They will require much more refinement as ARB moves to deployment of AB 32 regulations.

Sincerely,



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