

California Adaptation Forum – Mayor’s Luncheon

“The Role of Local Elected Officials in Encouraging Resiliency at the Local Level”

- Whether it makes sense to you or not – climate change is happening and global warming is affecting our environment and resources.
- Now is the perfect opportunity to restructure the way your community creates, uses, and distributes energy.
- Now is the perfect time to re-examine your business model regarding power, partnerships and possibilities.
- Addressing energy needs through choice-based models, while encouraging “green” business development locally, is economically sound, environmentally responsible, and the right thing to do.
- At a time when citizens feel:
 - There is little they can do to affect the economy
 - Nothing they can do to control their circumstances
 - And no one of authority who actually cares about them
 - You as local leaders can change all of that.
- Empower your citizens with the ability to choose their energy resources.
- Show them that you support the sustainability of their community and their lives.
- Open doors you’ve never opened before for businesses willing to truly invest in your community.
- Think “yes” before you say “no” and consider what’s possible when you take moderate risks to do something different.
- Do something different than what you’re accustomed to in order to grow your local economy and gain buy-in from your constituents.
- For example, when we took over our streetlights from Southern Cal Edison, we considered more than just the cost savings.
- We now have an asset we can utilize to create added value throughout the community
 - Addition of safety cameras, special light programming and public Wi-Fi
- When we form public/private partnerships, we examine more than their ability to add jobs and increase local revenue streams.
- We carefully consider the economic and environmental ripple effect they will have.
 - For example, KB Homes and Build Your Dreams
- Local government calls the shots at the city and regional levels.

- We hold the key to tangible results, not bureaucrats so far up the ladder that it takes a full term to realize the effects of their decisions.
- For mayors and city councils, our decisions matter now.
- They take effect in a matter of days... hours... minutes.
- And, our communities reap the benefits in a matter of days, not years.
- But owning this type of power and influence – and utilizing it for the betterment of one's community – takes courage.
- It takes a willingness to absorb the hits from naysayers.
- It takes a willingness to fail before you soar.
- We took the risks. We took the flack. We learned from mistakes and embraced every success as an opportunity to ignite several more.
- We're not unscathed, and we don't have unlimited resources to wager and lose.
- What we **do** have are leaders brave enough to let staff do their jobs and staff smart enough to creatively use the resources we have in the most efficient manner possible.
- They are also dedicated to quickly and effectively implementing the policies which support seamless processes which expedite results.
- What are you brave enough to do for your community?
- Do you have a team you can trust?
- Do you nurture growth, encourage innovation, embrace new technology, and advocate for a healthier community for your citizens?
- Are you open to unexpected and unimagined partnerships that can open new doors of opportunity?
- If you can't honestly answer "yes" to all or even most of these, you are short-changing yourself and your community stakeholders.
- Stop cowering behind tradition and succumbing to the old ways of doing things.
- Great things come from taking risks.
- And if you're looking to be a part of building a future that will sustain your children and grandchildren; you will need to take some risks starting now.
- Strongly consider what I am sharing with you when you hear my presentation this afternoon.
- Bold leadership will change your life... the lives of those you work with... and the lives of those you lead.
- Be an agent for positive change, and join me in creating a sustainable world community.