



The Central Coast Sustainability Summit is an annual conference whose goals include sharing best practices and building collaborations to address complex environmental issues in our region. The event brings together key stakeholders from local government agencies, chambers of commerce, non-profit organizations, campuses, utility companies, and private companies.



#CCSUSTAINABILITY

2022 Summit Schedule

Wednesday, October 19th, 7:45 AM – 5:00 PM

Loma Pelona Conference Center

7:45am - 8:15am: Registration and Refreshments

Loma Pelona

8:15am - 8:30am: Welcome and Opening Remarks

Loma Pelona 1108

8:30am - 9:15am: Keynote

Loma Pelona 1108

9:15am - 9:30am: Transition Break

9:30am - 10:30am: Concurrent Sessions A

- Prescribed Grazing for Fire Mitigation and Ecosystem Services

Loma Pelona 1108

- Building Better Biking on the South Coast

- *Loma Pelona 1100*

10:30am - 10:45am: Transition Break

10:45am - 12:00pm: Concurrent Session B

- Regenerative Agriculture, Healing the Planet from the Ground Up!

Loma Pelona 1108

- Closing the Local Organic Waste Loop! The Present and Future of Organics Recycling in Santa Barbara & Food Rescue collaborations contributing to a closed loop economy

Loma Pelona 1100

12:00pm - 1:00pm: Networking Lunch

1:15pm - 1:45pm: Afternoon Session

Loma Pelona 1108

1:45pm - 2:00pm: Transition Break

2:00pm - 3:15pm: Concurrent Session C

- Clean Energy Access, Innovation, and Equity for Multifamily Renters

Loma Pelona 1100

- Institutionalizing Equity through a Regional Green New Deal

Loma Pelona 1108

3:15pm - 3:30pm: Transition Break

3:30pm - 4:15pm: Concurrent Session D

- Building Electrification on the Central Coast: Carrots vs Sticks

Loma Pelona 1108

- Highlighting Regional Climate Collaborations at Varying Scales

Loma Pelona 1100

4:45pm - 5:00pm: Closing Remarks

- Garrett Wong, Climate Program Manager, County of Santa Barbara

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Central Coast Clean Cities Coalition

7:45am - 8:15am **Registration, Refreshments**

Loma Pelona

8:15am - 8:30am **Welcome and Opening Remarks**

Loma Pelona 1108

[Webinar link](#)

SPEAKER

Garry Mac Pherson

Vice Chancellor of Administrative Services, UC Santa Santa Barbara

Garry is the Vice Chancellor of Administrative Services at UC Santa Barbara. He is a key member of the senior management group and is responsible for the overall success of the university's operations and administrative units. The mission of the administrative units is to provide essential services supporting UC Santa Barbara in its pursuit of excellence in teaching, research, and public service.

Prior to joining UC Santa Barbara in 2018, Garry served as the Associate Vice Chancellor of Environmental and Building Services at UC San Diego for nearly a decade, in that capacity he served as a member of the Vice Chancellor of Resource, Management & Planning leadership team. While serving in this role Garry provided strategic vision, leadership, and executive management oversight of major programs and services to the campus, medical centers, and off-site facilities.

Prior to beginning his career at the University of California in 2009, Garry served in multiple senior management roles in local government in San Diego County for 33 years. He holds both a Bachelor's degree and Master's Degree in Public Administration from San Diego State University.

Garry has served on a number of state and national advisory panels, most notably, in 2016 & 2017 Garry served as a subject matter expert panelist for the National Academy of Sciences-Engineering and Medicine in Washington, D.C. The work of this panel was later published as a Consensus Study Report titled "Strengthening the Disaster Resilience of the Academic Biomedical Research Community - Protecting the Nation's Investment" (2017).

When Garry is not working, you can often find him spending time in the mountains with his daughters who reside on the East Coast, but visit him often.

8:30am – 9:15am **Keynote Presentation**

Loma Pelona 1108

[Webinar link](#)

Jamal Lewis

Director of Policy Partnerships and Equitable Electrification for Rewiring America

9:30am - 10:30am Concurrent Session A

Prescribed Grazing for Fire Mitigation and Ecosystem Services

Loma Pelona 1108

[Webinar Link](#)

Fire is becoming an increasingly urgent issue facing Californians today. Last year, 2.6 million acres burned across the state, displacing people, destroying homes, harming ecosystems, and emitting unprecedented levels of carbon dioxide. In part due to increasing drought and in part due to historic fire suppression models, California is facing an ecological crisis at a scale never before witnessed. In the face of this crisis, new methods of removing flammable vegetation, also known as “fuel load”, are being developed. Among these methods is Prescribed Grazing, or the use of ruminant animals to eat or otherwise reduce the amount of flammable vegetation on the landscape. This method also comes with tremendous co-benefits. Unlike other methods of the fuel treatments, such as mechanical (the use of heavy machinery) or herbicide (the broadacre application of herbicides), grazing requires little to no chemical or oil inputs. Grazing, when managed correctly, also has the ability to deliver ecosystem services -- boosting the potential for soil carbon sequestration, healing water cycle, and increasing biodiversity. In this presentation you will hear from seasoned Contract Grazer, Cole Bush of Shepherdess Land & Livestock, as well as Rob Hazard, Battalion Chief at Santa Barbara County Fire, about the need to scale such preventative management in order to reduce the risk of catastrophic wildfire and increase the potential to deliver ecosystem services.

SPEAKERS

Molly Taylor, Climate Smart Agriculture Program Manager, Climate Resilience Program, Community Environmental Council

Molly Taylor joined the CEC in 2021 as their Climate Smart Ag Program Manager. She works to bridge the gap between the agriculture industry and environmentalists to help local farmers turn their land into carbon sinks, while turning a profit. Prior to CEC, Molly managed a ranching operation in Northern California specializing in pasture-raised meat. She is also an Ecological Outcome Verification (EOV) monitor working with land managers annually to adapt management based on careful observation of ecological health.

Brittany Cole Bush, Shepherdess Land and Livestock

Cole Bush owns and operates Shepherdess Land & Livestock, a contract grazing business that works with sheep as well as goats to provide vegetation management services, consultation, education, and training in Ventura and Los Angeles Counties. Her work recognizes the importance of science and research to monitor and document impact, aiming to measure a quantifiable increase in land's capacity for resilience along with regeneration all while reducing the need for GHG intensive inputs. In addition to contract grazing, Cole operates a hide business that markets the climate beneficial products of grazing sheep.

Rob Hazard, Chief Fire Marshall/Prevention, Santa Barbara County Fire

Rob started his career in fire working as a Wildland Firefighter with the US Forest Service in 1988 where he worked for over a decade fighting fires. Upon completing his service there, he became Battalion Chief with the Santa Barbara County Fire Department, a position he has dedicated himself to for the last twenty-three years. In this position, Rob gained extensive knowledge of state and county fire prevention programs. He has been an advocate for increased fire prevention work and most recently spearheaded a CalFire funded prescribed grazing project that will implement fuels reduction on the Gaviota Coast.

Pelayo Alvarez, California Program Director, Audubon Conservation Ranching Program, Audubon Society

With seven years of work at the California Rangeland Conservation Coalition followed by six years at the Carbon Cycle Institute, Pelayo has worked to further the environmental stewardship of California's rangelands for decades. As Program Director of the Audubon Conservation Ranching Program in California, Pelayo's focus shifted to emphasize the importance of thriving biodiversity, especially birds, of California's rangelands. An experienced Agro-ecologist, Pelayo works in the interface between agriculture and conservation issues. Integrating knowledge of agricultural production systems and conservation issues, he brings people together to build partnerships among producers, conservation organizations, academia, government to create opportunities for the conservation and stewardship of natural and working landscapes.

9:30am – 10:30am Concurrent Session A

Building Better Biking on the South Coast

Loma Pelona 1100

[Webinar Link](#)

The City of Santa Barbara has invested millions of dollars and considerable staff time to improve our regional bike infrastructure. Through transformative grant funded projects like the Las Positas and Modoc Roads Multiuse Path, and more routine pavement maintenance projects that allow for design changes, the City works to develop as well as enhance our bike ways to provide a

safer, more accessible bike experience for our community. Through the implementation of our 2016 Bicycle Master Plan, a number of substantial infrastructure projects will be starting construction in the coming years. These projects will develop our local bike infrastructure, and will connect to regional bikeways throughout the South Coast.

In addition to the numerous transportation-related capital projects starting construction in the coming years, the City is also assessing a Bike Share Pilot Program for fit and function in the City of Santa Barbara. When complete, this Program will bring 250 pedal-assist e-bikes and 500 docks, located at locations throughout the City, and provide an affordable, accessible public transportation option for residents and tourists alike. Since launch in January 2021, the system has logged over 140,000 trips, and over 530,000 miles were ridden on BCycle bikes. Bike share is a continually evolving field, and this Pilot Program has taught us a lot about how to develop, implement, and maintain a public bike share system. The three year pilot program will allow our team to fully understand the benefits, challenges, and potential negatives that come with implementation of this transportation option.

SPEAKERS

Jessica Grant, Supervising Transportation Planner, Public Works Department, City of Santa Barbara

Jessica Grant is the Supervising Transportation Planner with the City of Santa Barbara's Public Works Department. Ms. Grant oversees the Transportation Planning team, which helps acquire grant funding for active transportation projects; programs, designs, and constructs capital infrastructure projects; aids in transportation-related land development, and works to manage the temporary State Street Promenade in downtown Santa Barbara. She is a passionate advocate for sustainable transportation options, while recognizing the need for our city streets to be safe and accessible for all road users. She is an alumni of the UCSB Bren School, a League Certified Instructor (LCI), and has worked with the City for nearly two decades.

Sam Furtner, Mobility Coordinator, Public Works Department, City of Santa Barbara

Sam is the Mobility Coordinator with the City of Santa Barbara's Public Works Department, where he focuses on identifying, designing, and implementing active transportation projects. In addition to working with bike and pedestrian infrastructure, he developed, implemented and helps manage the Bike Share Pilot Program, while running the City's Transportation Demand Management Program (WorkTRIP), which provides active and alternative transportation benefits for City employees. Mr. Furtner is an alumnus of the UCSB Bren School, a daily bike commuter, and lives in Santa Barbara.

Heather Deutsch, Executive Director, MOVE Santa Barbara County

Heather Deutsch is the Executive Director of MOVE Santa Barbara County, the new name of the

merged Santa Barbara Bicycle Coalition (SBBIKE) and the Coalition for Sustainable Transportation (COAST) where she oversees a team offering bicycling and walking education and encouragement programs, three community bike shops and an advocacy program. She has worked on bikeway, walkway and transit projects for the past twenty years. Prior to working for MOVE, she worked for Washington, D.C.'s Department of Transportation, the Rails-to-Trails Conservancy, and in the private sector managing and providing trainings on acquisition, engagement, design, construction, management and maintenance of sustainable transportation projects with a focus on working in under-served communities in redeveloping neighborhoods. She holds a master's degree in Urban and Regional Planning from the University of North Carolina, Chapel Hill, and a BA in the History of Math, Science and Philosophy from St. John's College in Annapolis.

Terrence Bircher, Education and Encouragement Coordinator, MOVE Santa Barbara County

Terrence Bircher is the Education and Encouragement Coordinator in North County for MOVE Santa Barbara County where he oversees the bicycle education and skills program training teachers and teaching over 1,000 youth annually. Prior to joining MOVE, he worked in the field of applied behavioral analysis and as an instructional assistant in special education classes at Santa Maria High School for 7 years. He holds a BA in Communication, California State University, East Bay.

10:45am - 12:00pm Concurrent Session B
Agriculture, Healing the Planet from the Ground Up!
Loma Pelona 1108
[Webinar Link](#)

The First Presentation will focus on the new regenerative microbial systems that are successfully being applied to sustainable agriculture. As a nonprofit professional support service, the Living Earth Foundation will be providing trained specialists working directly onsite with conventional farmers & ranchers offering guidance on how to best apply regenerative principles and practices, which includes: a) quickly cleansing and detoxifying contaminated topsoils in order to qualify for organic certification; b) restoring the health & resilience of the soil's dynamic food web; c) increasing the fungal-to-bacterial ratios to steadily improve the soil's fertility and profitability; d) improving the soil absorbency for dramatic water savings; and e) offering the fastest and most cost-effective means for sequestering airborne carbons back into the soil.

The Second Presentation will be offered by the CEO of Agromin, one of the largest compost recycling companies in the nation. Bill Camarillo will be speaking on the importance of creating high-quality composting systems by turning green wastes into valuable organic fertilizers that are

thriving with beneficial microbes and bioavailable nutrients. The most important component to regenerative agriculture is the ability to produce fungal-rich composts in high volumes that will quickly cleanse the soil of contaminants and assist in rebuilding the soil's dynamic food web. As the fungal-to-bacterial ratios steadily increase, the health and fertility of the soil will progressively increase the yield volumes and profitability.

The Third Presentation will be provided by the owner of one of the best-known farms in the US – the “Biggest Little Farm” located on the foothills of Apricot Lane near Moorpark, CA. John Chester will share his visions, hopes, challenges, harsh realities, and sequential successes over the last 11 years in learning how to live and farm in harmony with nature. He will review how to restore the health and resiliency of the soil and create a biodiverse environment for producing the highest quality foods possible. By applying the core principles of regenerative organic and biodynamic agriculture, John will share how their farm is entering into new territory where the learning curve has been steadily going up in discovering what biodiverse systems work the best.

SPEAKERS

James McMath, President, Living Earth Foundation

James McMath earned an MBA from the University of Oregon in Public Administration with a minor in International Studies. He went on to become the youngest administrator with the City of Portland working for the highly acclaimed Downtown Redevelopment Project. James worked on numerous health and revitalization programs during his administrative tenure with the city.

When learning about beneficial microbes being used to clean up polluted environments, he quickly changed careers and began working in the field of regenerative organics over 20 years ago. Most recently, James created the nonprofit Living Earth Foundation offering professional support services working directly onsite with conventional farmers and ranchers providing step-by-step guidance on how to quickly and profitably transition to organic certification.

Bill Camarillo, CEO, Agromin

Bill Camarillo is the CEO of one of the largest compost recycling services in the nation. Over 30 years ago, Bill and his wife Darlene decided to make a career change and purchased Agromin, a small recycling company based in Oxnard. Understanding the importance of turning wastes into valuable renewable resources, they set out to create a premium model for biodegradable resource management. Combined with steady hard work, quality controls, and reasonable pricing, their primary focus has been to create “living soil” that is thriving with beneficial microbes that help to nourish the plants, conserve water usage, prevent soil depletion, decrease chemical usage, and reduce greenhouse gasses.

John Chester, Farmer & Filmmaker

John Chester is an accomplished filmmaker who has won 5 Emmy Awards for his documentary works. In 2011, John and his wife Mollie decided to buy an abandoned farm that was badly contaminated from excessive agrochemical applications. Their goal was to create a thriving biodiverse haven that worked in close partnership with all of nature's handyworks, but they soon learned that these interlinking complexities weren't always so easy to understand or implement. In 2018, John produced the highly acclaimed documentary film "The Biggest Little Farm" about the challenges, hardships, and successes of fulfilling their dream. John will share new insights after 11 years of painstakingly learning how to grow premium organic foods that replenish the earth.

10:45am - 12:00pm Concurrent Session B

Closing the Local Organic Waste Loop! The Present and Future of Organics Recycling in Santa Barbara & Food Rescue collaborations contributing to a closed loop economy

Loma Pelona 1100

[Webinar Link](#)

Closing the Local Organic Waste Loop! The Present and Future of Organics Recycling in Santa Barbara

A roundtable discussion representing the County of Santa Barbara, the City of Santa Barbara, and the Foodbank of Santa Barbara County will discuss existing organic waste diversion and recycling programs, as well as their future. The panelists from the County will discuss the implementation of new state laws on organics recycling, including SB 1383; new state of the art organics recycling facilities such as the County-owned ReSource Center; and food recovery programs. Foodbank staff will expand on the description of food recovery programs describing their scope and need, as well as the Foodbank's partnerships with dozens of non-profits, public agencies and businesses in our community. Finally, City of Santa Barbara staff will describe their programs with businesses and schools that have been key in recycling organic waste from commercial sources.

SPEAKERS

Carlyle A. Johnston, Project Leader, Public Works Department, Resource Recovery & Waste Management Division, County of Santa Barbara

Carlyle Johnston is a Project Leader for the County Department of Public Works, specializing in sustainability and waste policy. For over 15 years, Carlyle has been a key team member involved in the development of the County's state-of-the-art recycling and organics processing facility, the ReSource Center. Born and raised in Santa Barbara, Carlyle has a bachelor's degree from UC Santa Cruz and a Master of Public Administration from the Maxwell School of Citizenship and Public Policy at Syracuse University. Carlyle has been working in environmental policy for over 25 years and working with the County for the past 20.

**Sam Dickinson, Senior Program Specialist, Public Works Department,
Resource Recovery & Waste Management Division, County of Santa Barbara**

Sam Dickinson was born and raised in Santa Barbara and is grateful to have a career where he can help his community of over 30 years. Growing up immersed in beautiful outdoor settings, Sam learned to love and appreciate our natural resources and wanted to do work to help protect the environment and change behavior. After majoring in Environmental Studies at UCSB and completing various internships, Sam landed his first waste industry career jobs with Stopwaste.org and the City of Oakland. After several years, it was time to come home to Santa Barbara. Nine years later, Sam continues his work at the County Department of Public Works, now as a Senior Program Specialist. Sam initiated his career by specializing in backyard composting, school waste reduction, and various environmental education efforts. Sam has grown in his career, now overseeing the County's SB 1383 implementation and public education for the County's new ReSource Center.

**Kaitlyn Haberlin, Program Specialist, Public Works Department, Resource
Recovery & Waste Management Division, County of Santa Barbara**

Kaitlyn Haberlin is a Program Specialist at Santa Barbara County Department of Public Works, Resource Recovery and Waste Management Division. Kaitlyn graduated from UCSB in 2018 with a degree in Environmental Studies. At UCSB, Kaitlyn worked for the Department of Public Worms, helping compost campus food scraps to be used on campus gardens, and delivering produce from the gardens to the UCSB food pantry.. After her time at UCSB, Kaitlyn began working at the Foodbank of SB County in the Backyard Bounty program assisting residents harvest their fruit trees and bringing the harvest back to the Foodbank. Now, Kaitlyn works with local businesses and food recovery organizations to help prevent food waste county-wide.

Daniela Rosales, Environmental Specialist II, Sustainability & Resilience, City of Santa Barbara
Daniela joined the City of Santa Barbara's Environmental Services Division in 2017 after earning a Bachelor's Degree in Environmental Studies from UC Santa Barbara. Her role is to implement and monitor solid waste management programs. Over the past 5 years, Daniela has worked closely with businesses, schools, and residential customers to increase participation in the City's recycling and food scraps diversion programs. Daniela has also worked on the City's single-use material bans by educating businesses on alternative materials. As a fluent Spanish speaker, Daniela aims to be inclusive in her education and outreach efforts by offering bilingual assistance.

**Hillary Allen, Environmental Specialist I, Sustainability & Resilience, City of
Santa Barbara**

Hillary is an Environmental Specialist for the City of Santa Barbara and has worked for the City's solid waste division for 14 years. Hillary is a Santa Barbara native, and cares deeply about helping our residents build a resilient environmental community. She specializes in education and has

developed diversion education for residents and businesses which she delivers through presentations, print material, and on-site trainings, as well as advising businesses on how to comply with local and state environmental legislation. Hillary is the Solid Waste auditor for the California Green Business Network, and is Zero Waste Certified through the California Resource Recovery Association.

**Jesus Lopez, Warehouse Manager, Operations/Logistics/Procurement,
Foodbank Santa Barbara County**

Jesus Lopez is the Operations Warehouse Manager at the Foodbank Santa Barbara County. Jesus comes with a background in operations, logistics and procurement, and has been working in food distribution for 15 years. At the Santa Barbara Foodbank, Jesus has been able to grow the Grocery Rescue program and at the same time implement a composting program. Along with Operations, Jesus has been able to build these programs and keep them successful at the Foodbank.

Food Rescue Collaborations Contributing to a Closed Loop Economy

Veggie Rescue partners with farms, food producers and distributors to rescue food that would otherwise go to waste. We also partner with over 60 nonprofits, schools and churches throughout SB County to provide access to nutrient dense food to the most vulnerable in our community. Through strategic collaborations we are reducing the negative environmental impacts of food waste food waste, while improving the nutrition and quality of life for community members struggling with food insecurity. Our timely, flexible and local solution compliments the work done by food banks. We will share examples of strategic partnerships that support long-term mental and physical health, while empowering community members to move their lives forward positively as a result of diminished stress around food access.

SPEAKER

Diana O'Connell, Executive Director, Veggie Rescue

A Santa Barbara native, Santa Ynez Valley resident and UCSB graduate, Diana returned to Santa Barbara in 2012 after a successful career in corporate finance in Silicon Valley and Austin, Texas. With a strong desire to have a direct impact and make a difference, Diana transitioned her career into working with nonprofit leaders by leveraging her financial and strategic leadership experience. Since returning to Santa Barbara County she has held several nonprofit leadership roles as well as provided Contract CFO and Executive Director coaching to numerous small nonprofits. As a nonprofit board member and volunteer Diana has actively pursued her personal interests in health and nutrition, especially the connection between access to whole foods and health. Diana is excited to bring her worlds together as the Executive Director of Veggie Rescue.

12:00pm - 1:00pm

Networking Lunch

Lunch will be served just outside Loma Pelona on the Patio.

1:15pm - 1:45pm

Afternoon Session

Loma Pelona 1108

[Webinar Link](#)

2:00pm - 3:15pm Concurrent Session C

Clean Energy Access, Innovation, and Equity for Multifamily Renters

Loma Pelona 1100

[Webinar Link](#)

This session panel focuses on innovative programs that improve clean energy access for renters living in multifamily residential housing. Multifamily properties are a particularly challenging sector to target for energy upgrades due to split incentives, limited access to financing, low appetite for large upfront expenses, and diversity in building stock. In the South Central Coast region (i.e. San Luis Obispo, Santa Barbara, and Ventura counties), over half of the multifamily units were constructed prior to 1979, before modern energy code standards were established.

This means that many multifamily units, of which 90-93% are occupied by renters, have inefficient appliances and insufficient weatherization that drives up energy costs and poses health hazards to tenants. As a result, low-income renters experience disproportionately high energy burdens, which leads to renters experiencing utility disconnections or being unable to afford other necessities.

This session highlights programs and initiatives that address barriers to clean energy adoption and promote equitable deployment of energy efficiency, rooftop solar, and electric vehicle charging for renters at multifamily properties. The presentation will include representatives from the statewide Solar on Multifamily Affordable Housing (SOMAH) program, the Tri-County Regional Energy Network (3C-REN)'s Multifamily Home Energy Savings program, and Ecology Action's Multifamily EV Accelerator Initiative. Each of the representatives will present their initiative, share challenges and best practices, and respond to audience questions.

SPEAKERS

Marisa Hanson-Lopez, Program Manager at the Sustainability Division of the County of Santa Barbara

Marisa is the Energy Program Manager in the County of Santa Barbara's Sustainability Division, where she has worked on a number of residential energy efficiency programs and currently serves as the Program Manager for 3C-REN's Multifamily Home Energy Savings program. She led the development of the County's Strategic Energy Plan and managed energy conservation requirements for cannabis business licensing. Prior to joining the County in 2014, she helped design a national residential retrofit program for the Country of Montenegro and developed an energy efficient lighting plan for the Hammer Museum in Los Angeles. She holds a Master of Science in Sustainability Management from Columbia University.

Vallerie Gonzalez, Solar on Multifamily Affordable Housing (SOMAH) Program Manager in the Distributed Energy Resources Division at the Center for Sustainable Energy (CSE)

The SOMAH Program is the largest investment of its kind in the nation, funded by up to \$100 million annually for 10 years by the California Public Utilities Commission (CPUC). Vallerie helps lead program marketing, education, and outreach to ensure the program meets its statutory goal to install 300 MW of solar on multifamily affordable housing. With a focus on equity and environmental justice, Vallerie is committed to ensuring the SOMAH Program delivers benefits to those most in need. SOMAH's goal is to assure equal access to solar and help reduce energy bills primarily for tenants. Vallerie holds a Master of International Environmental Policy from the University of California, San Diego and a B.A. in internal business and economics from the Richmond, the American University in London, England. Before SOMAH, Vallerie was an Equity Specialist focusing on equity transportation program outreach throughout California

Kirsten Liske, Vice President of Community Programs at Ecology Action

Kirsten is grateful to serve as the Vice President of Community Programs at Ecology Action, a kick-butt innovative nonprofit making the world a better place by helping people act now with available, affordable solutions to the climate crisis. She lives and works in Santa Cruz, California, a seaside redwood haven that she could not leave after graduating (with honors) from UC Santa Cruz, a college renowned for having the nation's coolest mascot, the banana slug. During Kirsten's tenure at Ecology Action of Santa Cruz, the organization has experienced significant growth in size and breadth of program expertise, growing from a staff of 9 and a budget of \$591,000 to a current staff of over 100 and a budget of over \$18 million. Kirsten's contributions to Ecology Action are her ability to grow and establish new programs, build successful collaboratives, and manage high performance teams. Kirsten enjoys taking long walks up big hills with heavy packs and diving in alpine lakes with friends. If she could have just one superhero power she would pick, selfishly, to fly, or philanthropically, to activate healing and collectivism in every heart she touches.

MODERATORS

Cameron Gray, Director of Climate Mitigation at Community Environmental Council

Cameron Gray joined CEC in 2015 as a member of the Climate and Transportation team. In his role as Director of Climate Mitigation, he works with CEC's team to zero out greenhouse gas emissions from energy, transportation, and food systems. Cameron also provides policy guidance and facilitates community engagement for local government planning related to transportation, climate resilience, and community development and is one of CEC's representatives for the Central Coast Climate Justice Network. He has facilitated the development of several other networks and groups, including Electric Drive 805 and the Ventura County EV Ready Communities coalition.

Vania Fong, Energy and Transportation Associate at Community Energy Council

Her work brings clean energy initiatives, programs, and investment to the community in the Tri-Counties and is currently working to enable energy efficiency, electrification, and solar in multifamily properties, single family properties, and nonprofits. She is particularly interested in ensuring an equitable and just energy transition. Vania's previous experience in utilities, research labs, energy efficiency modeling regulation, and emerging technology research brings practical know-how to the complex work in climate solutions.

2:00pm – 3:15pm Concurrent Session C

Institutionalizing Equity through a Regional Green New Deal

Loma Pelona 1108

[Webinar Link](#)

The Central Coast Climate Justice Network (CCCJN or CJN) pursues to serve as a model for a more aligned and equitable environmental and climate justice movements for the central coast of California and beyond. CJN is pleased to illuminate and share what they have done to achieve their goals for the ideal BIPOC-led environmental/climate justice space, and the broader movements they work within.

SPEAKERS

Ana Rosa Rizo-Centino, Supervisor to the Manager & Executive Committee Member, CCCJN

Ana Rosa Rizo-Centino is a working class Chicana from Southeast LA, where she was mayor of

her hometown. She is the Executive Director for Santa Paula Latino Town Hall, an almost 26-year-old civil rights organization, as well as the Interim Network Manager for the Central Coast Climate Justice Network that is fighting for a regional grassroots Green New Deal. Ana Rosa graduated from UC Santa Barbara and has worked locally, statewide and nationally on many social justice efforts such as language justice, educational access, governmental transparency, support for working families and environmental justice issues, like ensuring folks have clean drinking water. Ana Rosa continues this work through her involvement as vice president of the Transition US board, her position on The City of Santa Barbara Creeks Commission, her role as vice president of the Santa Barbara (SB) County Outreach and Equity Commission for the SB countywide climate action plan, her radio show called ¡Que Madre! on KZAA 96.5fm and her roles on several local non-profit boards, such as La Casa de la Raza. She also serves as the president of the Central Coast Environmental Voters (formerly CCLCV). She previously worked with the UCLA Labor Center as the coordinator of the Summer Institute of Union Women (SIUW) and ran the LA Dream-Union summer program. She was also the national coordinator for the Student Labor Action Project (SLAP) of Jobs with Justice and the United States Student Association. Before all that, she was the volunteer boycott coordinator for the United Farm Workers on the Central Coast working on the PictSweet Mushroom Boycott. Last, but definitely not least, she is the proud mami of two daughters: Adela Susana & Gloria Jin-Ni.

David Pellow, Dehlsen Chair and Distinguished Professor of Environmental Studies, and Director of the Global Environmental Justice Project

Professor Pellow's books include: Total Liberation: The Power and Promise of Animal Rights and the Radical Earth Movement (2014); The Slums of Aspen: Immigrants vs. the Environment in America's Eden (co-authored with Lisa Sun-Hee Park) (2010); Resisting Global Toxics: Transnational Movements for Environmental Justice (2007); Garbage Wars: The Struggle for Environmental Justice in Chicago (2002). Dr. Pellow has been involved in social justice organizations, global, national, and local for decades, including the Central Coast Climate Justice Network, the Fund for Santa Barbara, the Community Environmental Council, and many others.

FACILITATOR

Sigrid Wright, CEO Community Environmental Council; Executive Committee Member, CCCJN

Sigrid brings over 25 years of experience in non-profit environmental management and has built multiple programs on climate, energy, and food. She is a co-founder and steering committee member of the Central Coast Climate Justice Network, a co-founder of the Central Coast Climate Collaborative, a co-founder and Board member of the Santa Barbara County Food Action Network, and a founding Board member of Leading From Within. Prior to becoming the Community Environmental Council's first female CEO, she led the annual Santa Barbara Earth Day Festival production team. Under her leadership, CEC was recognized as a California Non-Profit of the Year in 2020. In 2022, Sigrid was honored with a Congressional Woman of the Year

3:30pm – 4:45pm Concurrent Session D

Building Electrification on the Central Coast: Carrots vs Sticks

Loma Pelona 1108

[Webinar Link](#)

We will provide a regional overview of methods that agencies are using to promote or require building electrification in the Central Coast, including both new construction and retrofit opportunities.

Part 1: Reach Codes- addressing new construction

What's an electrification reach code/ how can municipal policies require all electric new construction.

- The Cities of Santa Barbara and San Luis Obispo will present on their electrification reach codes: code development, stakeholder engagement, major barriers, and implementation.
- 3C-REN staff will present their service to support reach code development, sharing a case study of the combined effort of County of SB, Cities of Goleta and Carpinteria working together to develop codes. Utility reach code services will also be mentioned.

Part 2: Incentives- addressing retrofit opportunities

There are two regional programs that bring down prices of electrification measures in existing buildings through incentive payments. Both programs have an equity component, offering highest incentives for projects with underserved customers. The programs are complementary and contractors benefit most when enrolled in both opportunities. There was also a recent statewide incentive program (TECH) associated with rapid deployment of heat pumps- we'll look at how the Central Coast benefited as compared to the rest of the state.

- 3CE/Tech will present their incentive program to pay for residential electrification projects and highlight the rapid subscription of the statewide program.
- 3C-REN will present on their incentive program to pay for the measured therm savings associated with electrification projects.

SPEAKERS

April Price, Energy Portfolio Manager, Sustainability Division, Santa Barbara County/3C-REN

April Price is the Energy Portfolio Manager with the County of Santa Barbara where she manages the County's Energy Assurance Services program and supports renewable energy and

resilience projects. She also manages 3C-REN's Home Energy Savings Single Family program, focused on engaging contractors in a Normalized Metered Energy Consumption (NMEC) incentive marketplace to grow energy efficiency and electrification opportunities for residents in the tri-county. April has broad experience in managing local distributed energy programs, leading stakeholder engagement, and supporting local government energy planning efforts. April has a Masters in Environmental Science and Management from UCSB's Bren School.

Alelia Parenteau, Acting Sustainability & Resilience Director, Sustainability & Resilience, City of Santa Barbara

Alelia Parenteau, LEED Green Associate & Certified Energy Manager; is the acting Director of the Sustainability and Resilience Department. When not in the acting role, she runs the Energy and Climate Division at the City of Santa Barbara.

As Energy & Climate Manager, Ms. Parenteau oversees the team that identifies energy efficiency and conservation strategies, implements new technologies to reduce the City's energy consumption and transition to 100% renewable energy and coordinates the development and implementation of the City's Climate Action Plan and achievement of the City's Carbon Neutral by 2035 goal. She also oversees Santa Barbara Clean Energy, the City's Community Choice Energy entity which defaults its customers to 100% carbon-free electricity.

Lucia Pohlman, Sustainability and Natural Resources Analyst, City of San Luis Obispo

Lucia assists with the planning and implementation of the City of San Luis Obispo's Climate Action Plan and the Climate Adaptation and Safety Element. Her focus is on community engagement, strategic planning, and equitable climate action. She brings diverse experiences facilitating resilience planning processes in New York City, advocating for community green spaces in San Francisco, and managing a regenerative farm in San Luis Obispo.

Gray Gautereaux, County of San Luis Obispo/3C-REN

Gray Gautereaux oversees the Reach Code Support Program offered by 3C-REN to jurisdictions across the Central Coast. Born and raised in Northern Nevada, Gray moved to Salem, Oregon to earn a BA in Politics from Willamette University (2020) and later a Graduate Certificate in Renewable Energy from University of Nevada, Reno (2022). Gray moved to San Luis Obispo to serve as a CivicSpark Fellow with 3C-REN during the 2021-22 service year.

They now serve as a Program Manager for 3C-REN and the County of San Luis Obispo Planning & Building Department – Energy Section.

Jon Griesser, Director of Energy Programs, Central Coast Community Energy.

Jon Griesser is the Director of Energy Programs for Central Coast Community Energy. Previously, he served as Manager of Energy Programs for the County of San Luis Obispo and Co-Director of the Tri-County Regional Energy Network. He has served on the boards of the

San Luis Obispo County Green Business Program, SLO Climate Coalition, Local Government Sustainable Energy Coalition, and California Rural and Hard to Reach Working Group. Prior to working in the public sector in California, Jon was a sustainability consultant in Vermont working with cities, universities, and corporations. Jon has a master's degree in environmental science and policy from Bard College and a master's degree in business administration from Champlain College.

3:30pm – 4:45pm Concurrent Session D

Highlighting Regional Climate Collaborations at Varying Scales

Loma Pelona 1100

[Webinar Link](#)

Over the last several years, there have been a number of regional collaborations at varying scales that have moved forward and are having significant impact. This panel would provide examples of those regional collaborations, discuss their geographic footprint (e.g. one city/county, multiple city/counties), their goals and scope, types of members and partners and successes and challenges. A component of this panel would be a discussion of how to best leverage each type of collaboration for the most benefit and prevent duplication of efforts. Some panelists will also discuss how diversity, equity and inclusion has been embedded in their work.

Collaborations that will be highlighted include:

- Central Coast Climate Collaborative: Serves as an organizing platform that bridges across sectors and scales to catalyze and advance equitable climate solutions throughout the six counties in the Central Coast.
- Santa Barbara Regional Climate Collaborative: A growing multi-sector network of organizations working together to advance climate mitigation and resiliency efforts in Santa Barbara County. The Collaborative advances regional scale climate solutions through coordination and partnership.
- Resilient Central Coast Campaign: A multi-prong approach to community engagement that spans six counties. The Campaign provides an online platform called BrightAction, which will provide online educational resources. The platform will be coupled with outreach conducted by paid organizers, who will recruit community engagement leaders.
- Tri-County Regional Energy Network: A partnership between the Counties of San Luis Obispo, Santa Barbara and Ventura established to deliver energy-saving programs and industry trainings that help reduce energy use, strengthen local job markets, and support efforts to achieve climate goals.

Regional Climate Projects Working Group: Six public agencies working with Ecology Action and the Community Foundation of Santa Cruz (fiscal agent) with the goal of developing regional, scaled electrification projects.

SPEAKERS

Ashley Watkins, Division Chief, Sustainability Division, County of Santa Barbara

Ashley Watkins has over 15 years of experience developing and managing local, state and federal energy efficiency and renewable energy programs. She currently serves as the Division Chief for the County of Santa Barbara's Sustainability Division where she is responsible for strategic planning, program management, stakeholder engagement and securing funding for new sustainability programs and initiatives. Ashley is also Co-Director of the Tri-County Regional Energy Network (3C-REN). Ashley previously worked for Ecology Action as the Central Coast Regional Program Manager for the statewide Energy Upgrade California Program managing program staff in the region and developing outreach strategies to property owners, contractors and other key stakeholders. Prior to that, Ashley served as the Manager of Education and Training Programs for the Center for Sustainable Energy where she was responsible for identifying workforce needs, developing educational trainings and obtaining grant funding for workforce development programs. Ashley earned a Bachelor's of Arts degree from San Francisco State University.

Erin Maker, Environmental Program Manager, Public Works, City of Carpinteria

Erin Maker has almost 15 years of experience working in local government. She created and manages the City of Carpinteria's Sustainability and Environment Division, which oversees energy, solid waste, and watershed management programs. In her role as Environmental Program Manager she also works on climate adaptation and mitigation capital projects, which allows her to work closely with the community. Her passion is working on collaborative approaches to climate adaptation with a strong focus on equity, justice, and inclusion. She currently serves as a member of the Santa Barbara Climate Collaborative Steering Committee.

Kirsten Liske, Vice President, Community Programs, Ecology Action

Kirsten is grateful to serve as the Vice President of Community Programs at Ecology Action, a kick-butt innovative nonprofit making the world a better place by helping people act now with available, affordable solutions to the climate crisis. She lives and works in Santa Cruz, California, a seaside redwood haven that she could not leave after graduating (with honors) from UCSC, a college renowned for having the nation's coolest mascot, the banana slug. During Kirsten's tenure at Ecology Action of Santa Cruz, the organization has experienced significant growth in size and breadth of program expertise, growing from a staff of 9 and a budget of \$591,000 to a current staff of over 100 and a budget of over \$18 million. Kirsten's contributions to Ecology Action are her ability to grow and establish new programs, build successful collaboratives, and manage high performance teams. Kirsten enjoys taking long walks up big hills with heavy packs and diving in alpine lakes with friends. If she could have just one superhero power she would pick, selfishly, to fly, or philanthropically, to activate healing and collectivism in every heart she

touches.

Dr. Tiffany Wise-West, PE, Sustainability and Climate Action Manager, City Manager's Office, Climate Action Program, City of Santa Cruz

Dr. Tiffany Wise-West is a licensed professional civil engineer with over 25 years of experience in environmental planning, policy and infrastructure project design and management. Drawing on her interest in innovation and education, she specializes in collaborating across public, private and academic sectors to deliver award winning and impactful emissions mitigation and climate adaptation initiatives.

Heather Allen, Program Administrator, CEO Sustainability, County of Ventura

Heather has more than 16 years of experience working in local government on energy and climate mitigation and adaptation programs. Heather started her career as a land use planner for the County of Santa Barbara and currently works for the County of Ventura's Sustainability Division. In her role as Sustainability Program Administrator, Heather implements local and regional energy, electrified transportation, and climate mitigation and adaptation initiatives. Through Ventura County Regional Energy Alliance (VCREA), a JPA housed in the Sustainability Division, she enjoys working with special districts, school districts, cities, businesses, non-profits, and community members as well as with regional partners from Los Angeles to Santa Cruz Counties. Heather graduated with a Master of Environmental Science and Management Degree from the University of California, Santa Barbara Bren School and has a Bachelor of Arts in Urban Affairs and Planning from Virginia Tech.

Rachel Couch, Coastal Project Development Specialist, Coastal Conservancy, CA Natural Resources Agency

Rachel Couch works in the State Coastal Conservancy's Central Coast Program as a Conservancy Project Development Specialist (aka Project Manager). She works on coastal preservation, restoration and access projects, climate change adaptation and resilience, justice, equity, diversity and inclusion, and community capacity-building. She has worked for the Conservancy for 15 years and is based in Santa Barbara. She served as Chair of the Central Coast Climate Collaborative in 2020-2021, helping to build the organization's leadership capacity and leading a JEDI-centered Strategic Vision and Bylaws update. Previously, Rachel worked for eight years (two terms) as an aide to Santa Barbara County Supervisor Susan Rose, focusing on environmental and social policy issues. She graduated from UCSB a very long time ago with a BA in Political Science and has worked to promote community and regional grassroots causes for over 30 years.

4:45pm - 5:00pm

Closing Remarks

Loma Pelona 1108

[Webinar Link](#)

Garrett Wong, Climate Program Manager, County of Santa Barbara

Garrett Wong is the Climate Program Manager for the County of Santa Barbara, and the Collaborative Manager for the Santa Barbara County Regional Climate Collaborative. Garrett leads the County's policies and programs under the One Climate Initiative and collaborates with local and regional organizations to advance inclusive climate action and adaptation. Prior to the County, Garrett led climate and energy policies, programs and projects for the City of Santa Monica. Garrett is also a Board member of the Local Government Sustainable Energy Coalition, which provides regulatory representation and capacity for communities and local governments.
