

# Get Started on Your Path to Positive

*A Climate Change Engagement Guide for Community Leaders and Local Officials*



**Path to Positive<sup>™</sup>**  
**Communities**  
Local Climate Leadership



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## Welcome to Path to Positive Communities

*A national network of diverse community leaders committed to leading on climate change solutions.*

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**Path to Positive Communities is a program for community leaders designed to help us work together across sectors to maximize the opportunities climate solutions bring to American people and their communities, and inspire citizens and stakeholders to support solutions at local, regional, and national levels.**

If you are reading this guide, you have joined a growing and powerful group of community leaders across the U.S. committed to building strong, prosperous, and livable communities in America. Thank you for making the commitment to make a positive impact in your community, and to empower Americans to increase action on climate solutions. Let's work together to build the broad public support needed to prepare for and prevent further climate change.

You have already taken your first step on a path to a positive climate future. Now what?

The choice is yours to make. Path to Positive Communities is here to support you, whether you are just getting started or have been leading on climate change for some time. We will help you take steps to execute your Path to Positive plan and guide you with ways to inspire others to join you in your commitment.

***Ready to get started? This guide, along with key messages, tools, tips and ideas on [pathtopositive.org](http://pathtopositive.org), will show you how.***

## Path to Positive Communities Leadership Circle and Founding Members



**Hon. Ralph Becker**  
Mayor, Salt Lake City, Utah



**John Cleveland**  
President, Innovation  
Network for Communities



**Lucinda Crabtree**  
President, Crabtree + Company



**Hon. Bob Dixon**  
Mayor, City of Greensburg,  
Kansas



**Hon. Elizabeth Kautz**  
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**Nils Moe**  
Managing Director,  
Urban Sustainability  
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**Hon. Gavin Newsom**  
Lieutenant Governor,  
State of California



**Steve Nicholas**  
VP for U.S. Programs,  
Institute for  
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51st Mayor,  
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**David Orr**  
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The Oberlin Project



**Jonathan Parfrey**  
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**Rand Rosenberg**  
Former SVP, Corporate Strategy  
and Development, Pacific Gas and  
Electric Company



**Michael Schmitz**  
Executive Director, ICLEI USA



**Adele Simmons**  
Vice Chair and Senior Executive,  
Metropolis Strategies

# Let's Get Started:

It's easy to take the next steps on the path to a positive future. There are several simple (but meaningful!) things you can do right away. With a measure of forethought and planning, there are many ways you can take your leadership on climate solutions to the next level for greater impact.

## Path to Positive Communities leaders elevate their leadership in two ways:

1. They lead by example with climate-friendly operations and practices in their facilities and throughout their community.
2. They inspire and engage citizens, staff, peers and industry leaders to work toward solutions.

## We call this the Path to Positive:

As a Path to Positive Communities leader, you now have access to a robust set of free tools, resources, events and more to help you travel along your “path,” including:

- **Communication guidance, tools, talking points, ideas, engagement tools, and templates** to empower your leadership on climate engagement, and to help you inspire staff, peers, and your community to engage on climate solutions.
- Your customized **Path to Positive Plan** to help you plan, track, and fulfill your pledge to lead by example and engage others.
- **Success stories** with best practice tips and ideas from other leaders who have successfully empowered their communities to get involved in solutions.
- **A community with news, events, a blog**, and more to help you connect with others and share ideas to help you achieve your goals.

Path to Positive Communities supports you as you embark on your own path to a positive future, helping you address community priorities, promote innovation and take advantage of cost savings in your facilities, all while meeting your goals to create livable communities.

*Path to Positive Communities helps you make a positive impact that leads to a more stable and prosperous future for all.*

**Pathtopositive.org** offers a variety of free and useful tools, tips, ideas and resources to help you create a plan and pursue a Path To Positive that's right for your community.



# Path to Positive: Getting Started Guide

Below are easy steps you can take right away to start on or continue along your Path to Positive. By taking these actions, you will be well on your way to leading by example on climate change, and inspiring others to follow suit.

## 1. Prepare to Inspire Others

- Build and Promote Your Climate Solutions Platform.** Take a few moments to think about and write down what inspired you, personally, to lead on climate solutions in your community. This will help you prepare to discuss your plans with your colleagues, partners, and staff. Here are some guiding questions\*:
  - » Why are you committed to leading on climate?
  - » What was the defining moment that made you decide climate change should be a priority in your community or organization?
  - » How is acting on climate tied to your mission?
  - » What are the needs and wishes of your citizens and other key stakeholders, and how does leading on climate help to meet them?
  - » How does leading on climate impact your community?
  - » What do you plan to do?
  - » What do you hope to achieve for your organization, community, and beyond?

*\* for more tips, download the “Create Your Community’s Climate Vision Statement” resource online at [pathtopositive.org](http://pathtopositive.org) in the “Resources to Inspire Others” section under “Path to Positive.”*

- Develop a list of key staff or community leaders who would be interested in joining and participating on a climate committee or task force.
- Begin discussions with key stakeholders to gain their support for you and your community to lead on climate change. Get their input to help inform your first steps.

## 2. Explore the World of Path to Positive Communities and Join the Conversation

- Go to [pathtopositive.org](http://pathtopositive.org) and check out all that the site has to offer including success stories, tools, information, events and the latest thought leadership on communities and climate.
- Find out who else is leading on climate change within the community and connect with them to share thoughts, experiences and ideas.
- Follow Path to Positive Communities’s blog, LinkedIn and Twitter pages, like us on Facebook and check in frequently to participate in the discussion online.

- ❑ Feature Path to Positive Communities on your website (including showing the logo and describing your leadership) and link to [pathtopositive.org](https://pathtopositive.org).
- ❑ Tell others about your Path to Positive pledge and share updates on your progress! Tell friends, family and colleagues that you've joined Path to Positive Communities and inspire others to join you on your Path to Positive.

### 3. Take the First Steps to Make an Impact (info and resources are available at [pathtopositive.org](https://pathtopositive.org) in the “Make an Impact” section under “Path to Positive.”)

- ❑ Start with energy efficiency. Look for ways to save energy in your local government buildings and other areas of operation. If you are just starting, this may include simple steps such as automatic sensors to turn off lights in unoccupied rooms, adjusting thermostats and unplugging devices known to draw energy after they're fully charged. These actions will help build momentum and trust within your community.
- ❑ Begin purchasing climate-friendly office supplies. Choose to follow Environmentally Preferable Purchasing (EPP) standards and look for Energy Star products. You can also request sustainable options through your bulk purchasing supply source or at major supply retailers online.

### 4. Draft Your Custom Plan

Create your Path To Positive Plan. Start by logging in to the [pathtopositive.org](https://pathtopositive.org) website. Go to the “Path to Positive” section to check out “resources to inspire others” and “tools to make an impact” (including the write-ups and linked resources and tools). Next, click on “add to plan” to select the actions you are considering. Use your “My Path to Positive” dashboard to review what's in your plan and download it for reference. You'll be able to update, change, share or download your plan at any time.

*All of the steps you take help move us closer to building a better world.*

Need more ideas on how to lead on climate in your community?  
Visit [pathtopositive.org](https://pathtopositive.org) to take advantage of your free member tools, tips, ideas, and resources.



## ***Path to Positive™ Communities***

Local Climate Leadership

To join Path to Positive Communities, visit [www.pathtopositive.org/join](http://www.pathtopositive.org/join) and sign up today. Unite with other leaders nationwide who are committed to working together across sectors to maximize the opportunities climate solutions bring to American people and their communities. Membership is free and signing up takes less than a minute.

 [www.pathtopositive.org](http://www.pathtopositive.org)

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