

San Diego, 2050 Is Calling.

A BRIEF ANALYSIS FROM INTERVIEWS WITH THE SAN DIEGO REGION'S 100 KEY INFLUENTIALS



Scientists and San Diego regional leaders care about our quality of life and our local economy. While everyone is experiencing changes in our local climate, scientists expect the changes to become more unpredictable and pronounced by mid-century. Scientists know we will be affected in these critical quality of life areas if we don't take action now:



TEMPERATURE & PRECIPITATION



WATER RESOURCES



COASTAL FLOODING



WILDFIRES

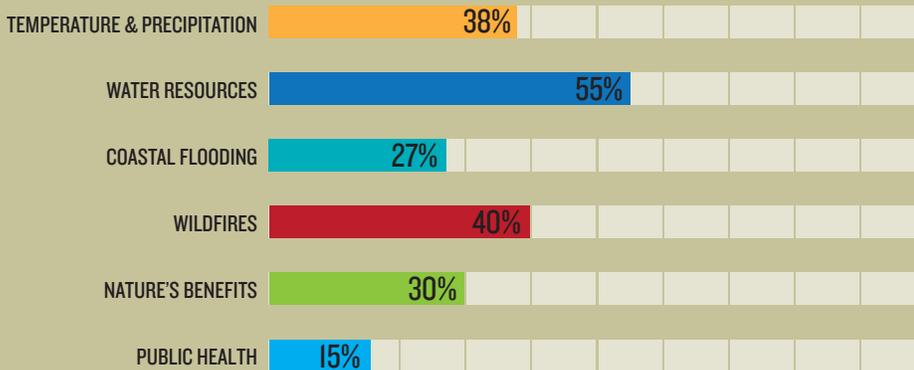


NATURE'S BENEFITS



PUBLIC HEALTH

Unlike the scientists, our regional leaders are not quite so aware—yet! When Climate Education Partners surveyed 100 key influential leaders in the San Diego region, and asked how increased temperatures will impact our region for future generations, this is how they responded:



FACES OF THE FUTURE

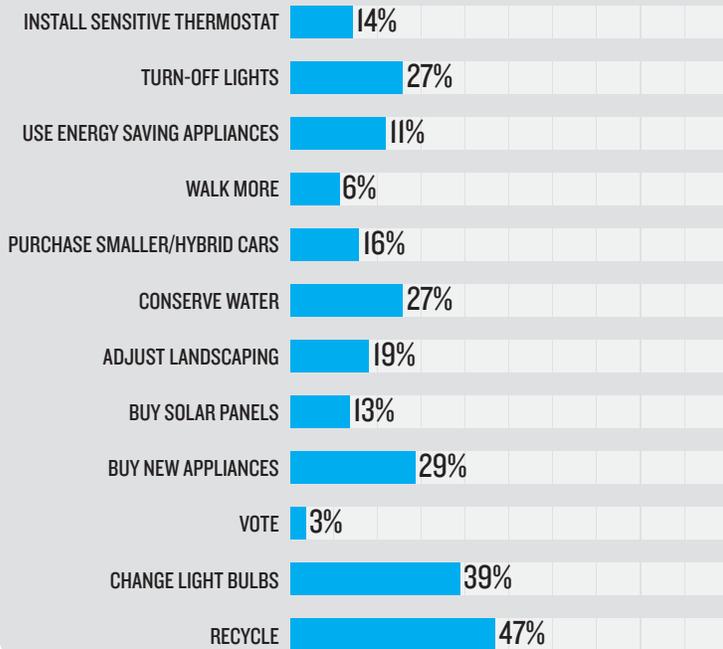


BY 2050, TRENDS INDICATE CHANGES ARE AHEAD FOR OUR REGION...

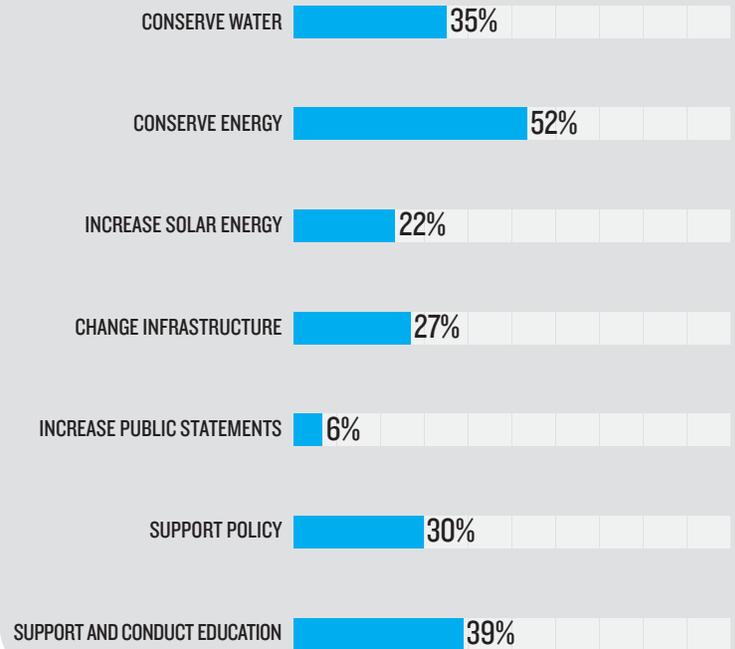
HOW WILL WE ANSWER?

From the key influential interviews, when asked, leaders reveal what they can do to reduce heat-trapping gases and how they will respond to the effects of climate change...

AT HOME

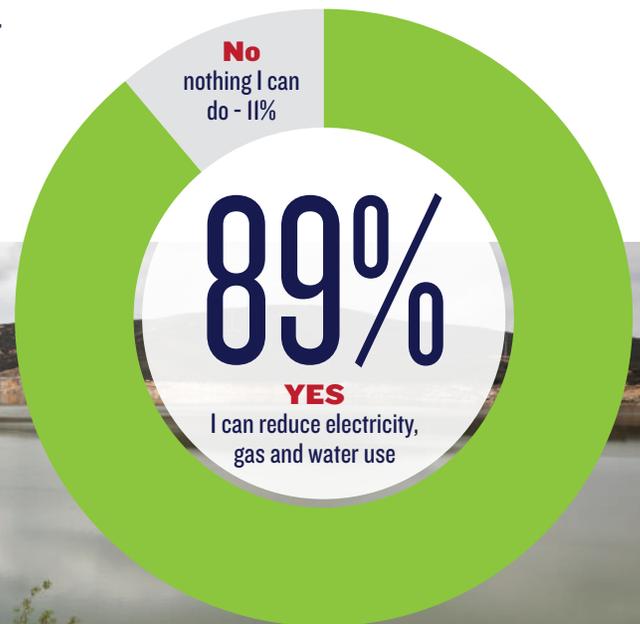


AT WORK



When leaders were asked, in the next year do you feel you can reduce electricity, gas, and water use among the people your decisions impact...

An overwhelming majority of leaders said **YES...they can conserve.**

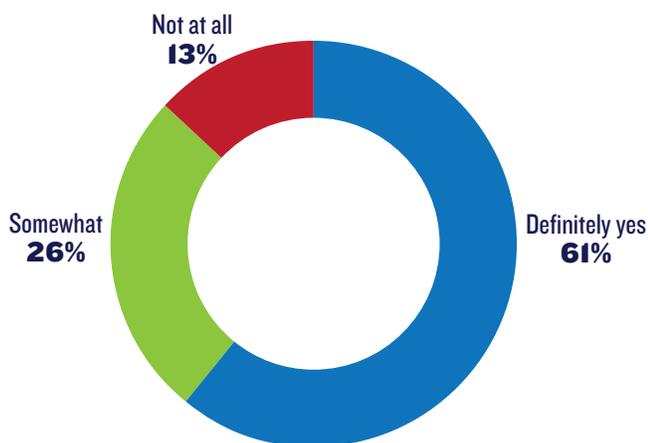


KEY FINDINGS

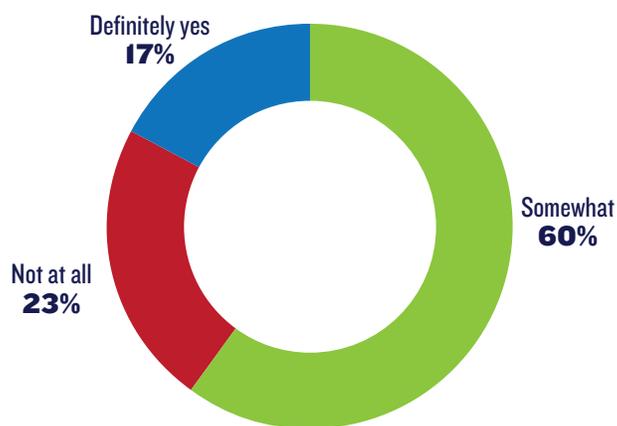
FROM THE INTERVIEWS ARE THAT...

Leaders feel they are part of a community that is concerned about climate change, but they are not so sure about other leaders.

When asked if they were a part of the community concerned about climate change, they replied...



When asked if other leaders were a part of the community concerned about climate change, they replied...



Another key finding from the interviews is that, overall, the leaders' concerns about climate change are more about our future generations, others in the community and for the environment, than for themselves.

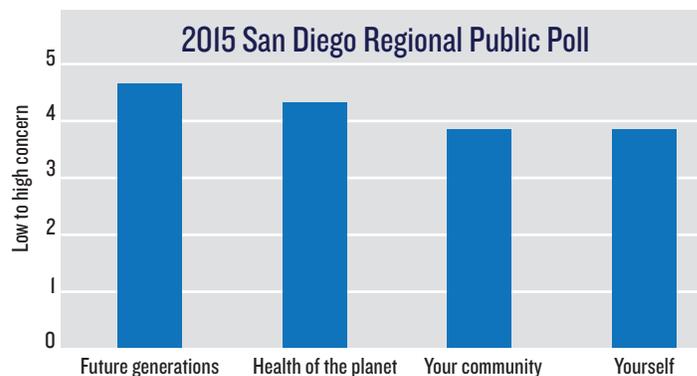


OUR QUALITY OF LIFE IS IMPORTANT BECAUSE
FUTURE GENERATIONS MATTER TO EVERYONE!

HOW WILL WE ANSWER?



When asked in a public opinion poll of San Diego residents*, respondents also care about the impacts of our changing climate on future generations—just like San Diego regional leaders.



***600 residents were asked their level of concern about the impacts of climate change in a poll conducted in March 2015 with adult residents of San Diego County with a 4% +/- margin of error.**

Climate Education Partners (CEP) is a collaborative of multidisciplinary experts developing a model for educating high-profile decision-makers, community leaders and the public in the San Diego region about climate science. In 2013/2014, CEP interviewed 100 key influentials to assess (1) knowledge of climate change in San Diego, (2) sense of efficacy, identity and values related to this issue and (3) ways in which they engage in climate-friendly behaviors. This project is funded by the National Science Foundation (NSF) under award DUE-1239797. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

For more information visit us at www.sandiego.edu/2050, or call (619) 260-2281, or email climate@sandiego.edu