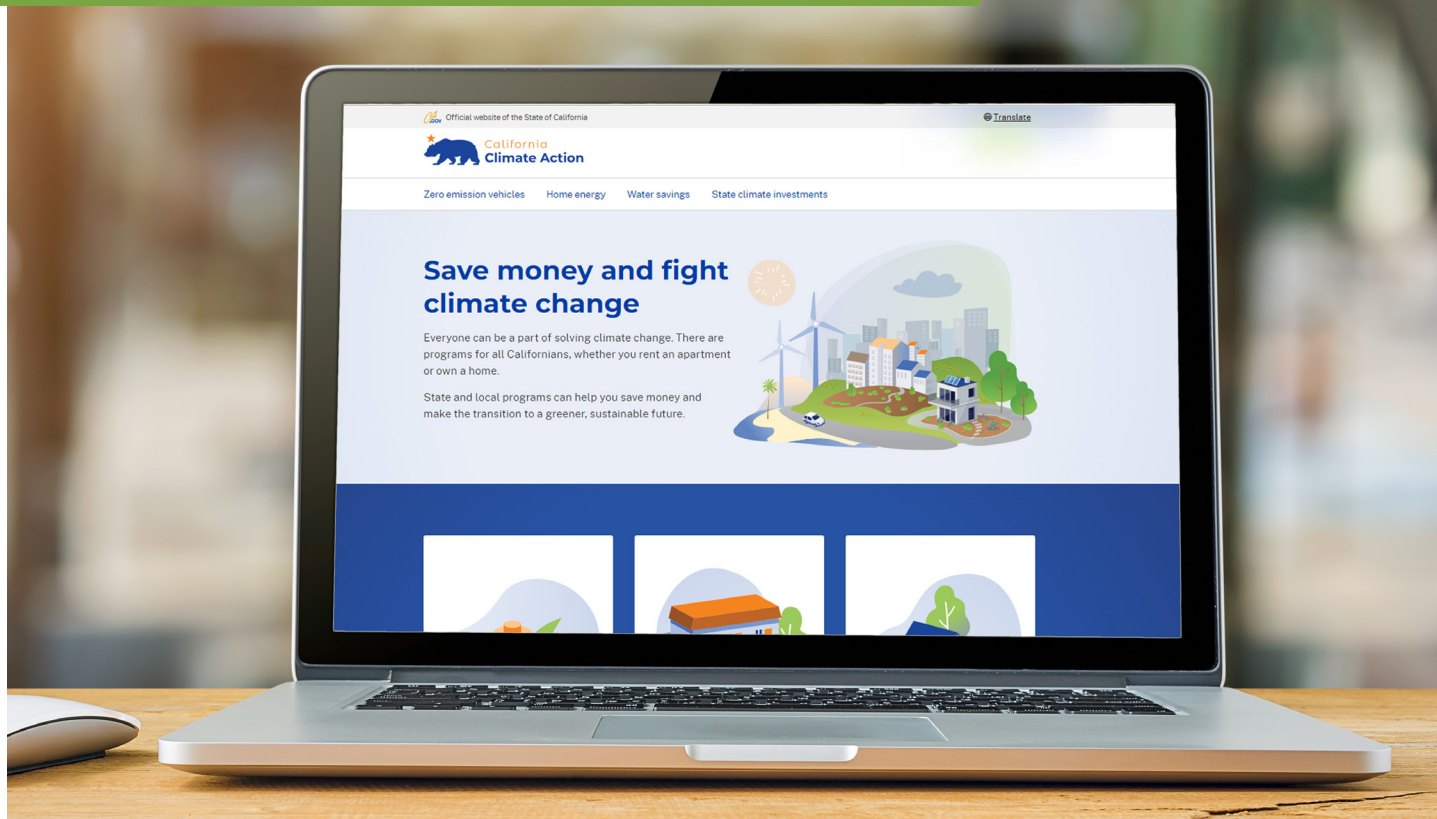


The Golden State Goes Green: Climate Action Website



State of California

Government Operations Agency

Award Category: State CIO Office Special Recognition

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<https://climateaction.ca.gov/>

EXECUTIVE SUMMARY

The California Climate Action website serves as a one-stop destination for Californians seeking information and resources to address climate change in their daily lives. The platform provides a variety of tools and knowledge to help users understand the significant financial advantages associated with adopting environmentally friendly practices.

The website aims to educate and assist individuals in making energy-efficient upgrades to their homes. Californians can access valuable information on various sustainable home improvements that not only reduce carbon footprints but also yield substantial financial savings. By showcasing the direct financial benefits, the platform motivates users to make greener choices.

Moreover, the website facilitates the transition to electric vehicles, a crucial step in reducing greenhouse gas emissions. Californians can explore the benefits of electric vehicle adoption, including the long-term cost savings compared to traditional gas-powered vehicles. The platform provides comprehensive resources, such as charging station locations, incentives, and guidance on electric vehicle financing, making the transition more accessible and appealing to a wider audience.

The California Climate Action website goes beyond information dissemination and actively supports users in taking tangible steps towards combating climate change. The platform offers access to incentive programs and funding opportunities, empowering individuals, and organizations to implement sustainable practices more readily. By providing financial support and guidance, the website encourages widespread adoption of climate-friendly initiatives and enhances the overall impact of the state's efforts.

The creation of the website exemplifies effective collaboration among stakeholders, including government agencies, environmental organizations, and technology experts. This seamless cooperation allowed for a rapid launch timeline, ensuring that Californians could access the platform quickly and benefit from its resources. The user-focused design of the website ensures a smooth and intuitive experience, making it easy for individuals of all backgrounds and expertise levels to navigate and engage with the content effectively.

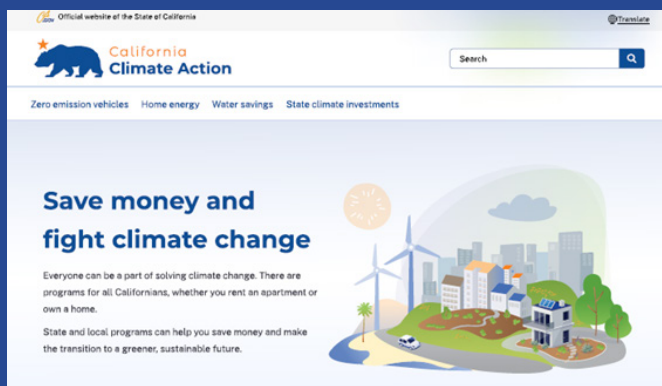
The website's efficient collaboration, rapid deployment, and user-centric design make it a groundbreaking initiative in the fight against climate change and a shining example for other regions seeking to address climate change.

IDEA

The Problem

Climate change is the long-term alteration of Earth's temperature patterns and weather conditions, primarily caused by human activities such as the burning of fossil fuels, deforestation, and industrial processes. These activities release greenhouse gases into the atmosphere, trapping heat and leading to a rise in global temperatures leading to more frequent and intense heatwaves, droughts, storms, and floods. Climate change contributes to the melting of polar ice caps and glaciers, resulting in rising sea levels that threaten coastal communities and ecosystems—and it doesn't stop there. Climate change also affects agricultural productivity, water availability and the spread of diseases, impacting food supply and public health.

The California Climate Change Website Solution



Addressing climate change requires a holistic approach of education and actions to reduce greenhouse gas emissions, transition to clean energy, protect ecosystems adapt to ongoing efforts.

The California Climate Change website is an indispensable solution for combating climate change by addressing its urgent challenges. Recognizing the gravity of the issue, the website focuses on providing practical solutions and valuable information to mitigate the impact of climate change. Its primary goal is to educate and engage California residents in understanding ongoing environmental efforts aimed at combating climate change. By providing a centralized platform for climate action, the website facilitates the

state's efforts to mitigate these impacts, benefiting millions of Californians. Failure to address this issue could result in billions of dollars in damages and losses, as seen in recent years with escalating disaster costs. Additionally, by streamlining communication and fostering public participation in climate initiatives, the website optimizes the use of human resources within the state government, creating efficiencies in educating and engaging the public in these critical efforts and ensuring no money "left on the table" by way of programs and incentives available for Californians to leverage while fighting climate change.

What's Different

The California Climate Action website stands apart due to its comprehensive, user-friendly design and its innovative utilization of interactive digital tools to engage visitors. While many climate initiatives provide static information, this website offers a consolidated user experience, serving as a central hub for Californians to learn more about and access climate-related incentives, rebates, and programs. This level of interactivity and user-centric focus is still relatively unique in civic space, making climate action more accessible and tangible for individuals. Furthermore, it serves as a hub for all state-led climate efforts, consolidating information that was previously scattered across multiple platforms. This centralization and ease of access make the California Climate Action website a novel approach to citizen engagement in climate change mitigation and adaptation.

| Top programs for Californians | | | |
|--|---|---|--|
| Looking for a place to start? Here are a few of the dozens of programs that may be able to help you. | | | |
| Clean Vehicle Rebate Project | Clean Cars 4 All | Energy Savings Assistance | Turf replacement rebate |
| What you get Up to \$7,500 for buying a zero emission vehicle | What you get Up to \$9,500 for buying a zero emission vehicle | What you get Free home upgrades to be more energy-efficient | What you get Tax-free money from your water agency to replace turf with water-friendly landscaping |
| Who it's for Californians who make: - \$135,000 or less (single) - \$200,000 or less (joint) | Who it's for Californians in certain areas | Who it's for Renters and homeowners | Who it's for Homeowners |
| Your benefit No more stops as the gas station | Your benefit No more stops as the gas station | Your benefit Lower energy bills | Your benefit Lower water bills |
| How it fights climate change | How it fights climate change | How it fights climate change | How it fights climate change |

Universality

The California Climate Action website's mission is to combat climate change, a universal problem that transcends state and national borders. In addition to meeting state-specific goals, the website aligns with federal directives and international agreements for climate action, such as the Paris Agreement. Moreover, it touches on several of the State CIO Top Ten Priorities for 2023, including digital government, data management and analytics, and cybersecurity. By providing a secure, data-driven platform to inform and engage the public and doing so by way of a truly user-focused approach, the website represents a cutting-edge approach to digital government service delivery. This model could be universally applied by other states and governments to address climate change and other complex issues, showcasing the potential for digital transformation in the public sector, and contributing to building a more resilient and environmentally conscious society.

IMPLEMENTATION

The Roadmap

The California Climate Action website was conceived as a part of a larger enterprise vision, aiming to integrate various state initiatives under a unified digital platform for enhanced public engagement and transparent communication. The project management approach was agile, involving iterative development with continuous feedback loops, allowing for regular updates and improvements based on user experience and needs. Assessment of the project's success hinges on multiple metrics, including the number of unique visitors, the level of public participation in state-led climate initiatives, and measurable improvements in public awareness about climate change, as gauged through surveys and feedback.

The success of the project hinged on achieving two key outcomes: a significant increase in public participation and awareness, and the generation of data-driven insights to shape future climate initiatives and policies, ultimately contributing to California's broader environmental goals.

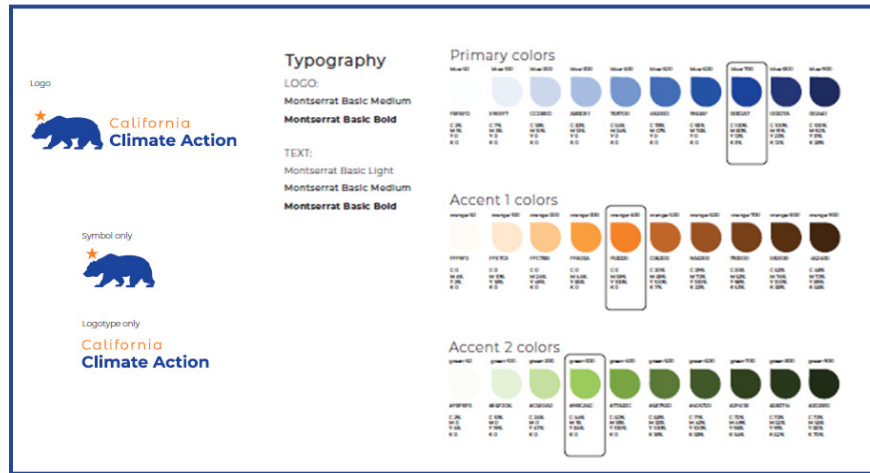


Project Collaboration

The development and success of the California Climate Action website was a collaborative effort involving a diverse set of stakeholders. State legislators played a crucial role as advocates, supporting the project's vision and securing the necessary funding. Technological vendors, in partnership with agency IT staff, were key in the website's design and implementation, ensuring its usability and accessibility. The end-users and primary beneficiaries — California's citizens — were integral to the website's iterative development, providing valuable feedback to ensure the platform met their needs. Approval and buy-in from these various stakeholders were obtained through clear communication of the website's objectives and benefits, along with ongoing engagement and transparency during the development process. Marketing efforts included press releases, social media campaigns, and partnerships with local community organizations to raise awareness and drive platform adoption.

In just six weeks, the California Department of Technology's Office of Digital Services (ODS), the Office of Data & Innovation (ODI), and the Governor's Office worked together seamlessly to create this invaluable resource. The website launched on Earth Day and leveraged the flexibility of the [California Design System](#), a flexible framework that provides design guidelines and resources to create cohesive and user-friendly digital experiences across California platforms and services. It was hosted on CDT's [CAWeb-managed WordPress publishing service](#) to ensure optimal performance and scalability. The website showcases a remarkable accomplishment in terms of speed and efficacy, reflecting the urgent need to address climate change in California.

The technical architecture of the website is grounded in leading practices, with a focus on security, accessibility, and privacy. The site uses advanced cybersecurity protocols to protect users' information, while its design adheres to accessibility standards, ensuring that all Californians, regardless of their abilities and reading levels, can engage with the content. The underlying technology allows for the integration of real-time data and interactive elements, making the website not only a source of information but a hub for engaging citizens in the state's climate action initiatives.



IMPACT

Effecting Change

The California Climate Action website has fundamentally enhanced the state's approach to tackling climate change by enhancing transparency, engagement, and accessibility. Before the project's inception, information about the state's numerous climate initiatives was scattered across multiple platforms, making it difficult for constituents to stay informed and engaged. The website's launch unified these disparate resources, creating a centralized hub for all climate-related information greatly improving accessibility and engagement. The site has empowered Californians to actively participate in state-led initiatives, contributing to a more sustainable future. Furthermore, the website has streamlined communication efforts, optimized resource utilization, and provided valuable data insights, enabling effective climate action strategies. The Climate Action website uses Google Analytics, making it easy to track the content Californians are most interested in. Overall, the project has strengthened California's response to climate change, benefiting both the state and its citizens.

From a tactical and project perspective, the development of the website was an overwhelmingly successful collaborative effort that involved staff, leadership, and stakeholders from various California State entities, who aligned around a common vision and worked together through a focused, iterative, and agile approach.

