

# Public Participation Plan

Recommendations from Climate Action Planning by Boswell, Greve, and Seale. 2019

	Preliminary Phase	Planning Phase	Adoption Phase
<b>Goals</b>	<ul style="list-style-type: none"> <li>▪ <b>Reach out</b> various sectors of community</li> <li>▪ Identify issues of importance to them</li> <li>▪ <b>Communicate the need</b>, purpose, and potential impact of the CAP</li> <li>▪ <b>Generate interest</b>, identify early supporters</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Educate</b> community about impacts of climate change</li> <li>▪ <b>Promote</b> the CAP</li> <li>▪ <b>Solicit input</b> / identify gaps in suite of strategies</li> </ul>	<ul style="list-style-type: none"> <li>▪ Inform community of results of planning</li> <li>▪ <b>Generate support</b> for implementation</li> </ul>
<b>Branding</b>			
Target Audiences	<ul style="list-style-type: none"> <li>▪ Develop target audience profiles</li> <li>▪ Identify stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop stakeholder database</li> </ul>	
Messaging	<ul style="list-style-type: none"> <li>▪ Develop Primary and Secondary Key messages (main points for target audiences)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Prepare for dispute resolution</li> <li>▪ <a href="#">Collect social norms data about climate friendly actions</a></li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify co-benefits of proposed changes</li> <li>▪ <a href="#">Develop social norms messaging</a></li> </ul>
Campaign Image	<ul style="list-style-type: none"> <li>▪ Design CAP image (visual elements, slogan, images) for 5 year lifespan</li> </ul>		
Collateral	<ul style="list-style-type: none"> <li>▪ Design and post posters and brochures at community cultural hubs, libraries, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop materials for Kick-off Event</li> <li>▪ Information packets for smaller events</li> </ul>	<ul style="list-style-type: none"> <li>▪ Handouts summarizing the CAP</li> </ul>
<b>Communications</b>			
Earned Media	<ul style="list-style-type: none"> <li>▪ Develop media list to include neighborhood newsletters, radio, etc.</li> <li>▪ Develop Press kit</li> <li>▪ Publicize process thru radio, press releases, etc</li> </ul>	<ul style="list-style-type: none"> <li>▪ Press releases promoting Kick-off Event and smaller events</li> </ul>	
Owned Media	<ul style="list-style-type: none"> <li>▪ Develop <b>website or webpages</b> aligned with branding decisions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Online or telephone <b>Survey</b>: knowledge of CC, CAP, their contributions to GHG, motivation to change</li> <li>▪ <b>Email blasts</b> to stakeholders 4-6 weeks prior to Kick-off</li> <li>▪ Advertisement of Kick-off event</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Copy of the CAP</b> on website at least 1 month prior to meetings</li> </ul>
Paid Media			<ul style="list-style-type: none"> <li>▪ <a href="#">Conduct social norms campaign</a></li> </ul>
<b>Events</b>			
Major		<ul style="list-style-type: none"> <li>▪ High profile interactive <b>Kick-off Event</b> <u>early in process</u> (p324): Include town-hall meeting/ workshops/ polling</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Two Open notice public meetings</b> prior to adoption</li> <li>▪ <b>Community Celebration</b></li> </ul>
Small/ Medium		<p>Following Kick-off a series of events:</p> <ul style="list-style-type: none"> <li>▪ <b>Speakers Bureau</b></li> <li>▪ <b>Workshops/ small group discussions</b></li> </ul>	
<b>Outreach</b>			
One-to-one			
Network	<ul style="list-style-type: none"> <li>▪ Develop contact list with nonprofits, religious orgs, environmental groups, individuals, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Promote Kick-off event thru network</li> </ul>	<ul style="list-style-type: none"> <li>▪ Promote Celebration through network</li> </ul>

## Recommendations from the Yale Climate Communications Study: Creating a Targeted Approach to Different Audiences and Demographic Groups

	Yales 6 Americas	Attitudes and Engagement	Includes	Appeal	Medium
Audience #1	<b>Alarmed</b>	Highly engaged as consumers 25% have contacted public official	<b>Environmentalists</b> <b>Mod to liberal Dems.</b> Ed, higher \$; environ vs growth	<b>Climate science</b> Policy Advocacy	<b>Traditional Media</b> Social Media Social Action
	<b>Concerned</b>	Moderately engaged Willing to use consumer power	<b>Diverse group</b> , moderate Dems; American norm; support environment vs growth	Change through Markets	
Audience #2	<b>Cautious</b>	Less engaged	<b>Marginalized groups</b> ; low levels engage; trad religion	<b>Health focus</b> is more accessible; Narrative-based communications	<b>Social Networks</b> Texting Print collateral Events
	<b>Disengaged</b>	No involvement/ most willing to change their mind	<b>Low-income</b> , less educated; <b>politically inactive</b> ; Moderate Dems. growth	<b>Personal health &amp; basic needs.</b>	
Audience #3	<b>Doubtful</b>	Open to changing mind; politically conservative	<b>White, educated, growth vs environment;</b> Evangelical	New voices to explain climate change	Traditional Media
	<b>Dismissive</b>	Opponents to action Supportive of effort to reduce energy use	Politically conservative High income. Republican. Active. individualism	Energy Efficiency Personal responsibility	

# Multi-Channel Marketing Plan Calendar

				May	June	July	Aug	Sep	Oct	
Phase One: Awareness Campaign	<b>Video Survey</b>	<b>Young Millennials, youth</b>	Community Input	Flyer Invitation template Talking points	Email: Work Groups	Kick-off Event Social Media (Intern)				
	<b>Social Pinpoint</b>	<b>City residents</b>	Community Input	Invitation template Talking points		Email to network Email to network Social Media postings (Intern)				
	<b>Community Conversations</b>	<b>Community Leaders: under-represented</b>	Reach under-represented; build allies; promote Kick-off	Invitation template Talking points Talking points	Email <b>*Personal Contact</b>	Post-Event Survey				
	<b>Kick-off Event</b>	<b>City Residents &amp; Other stakeholders</b>	Community feedback, participation in CAP	Invitation template Talking points Press Release	Email <b>*Personal Contact</b> Earned and Paid Media	Social Media:Pre-Event Social Pinpoint Post-Event Survey				
	Phase Two: Public Feedback	<b>Summer Events</b>	Varies by event/ topic	Promote CEP Input on Proposals Point to website/SPP	Talking points PPP Flyer with links <b>Survey questions</b>			Email <b>*Personal Contact</b>		
		<b>Tabling</b>		Promote CEP Input on Proposals Point to website/SPP	Flyers/ posters Giveaways			<b>*Personal Contact built in</b> Social Media:Where we will be Social Pinpoint		
								Social Media:Pre-event and post event Social Pinpoint Earned and Paid Media		

## Summer Events

Work Group	Topic and link to proposal	Chair(s)	Proposal ready to post	Summer Events Team established	Questions completed	Event Scheduled
<b>Adaptation and Resilience</b>	Resilience Ambassadors	Pam Ritger				
<b>Finance</b>	Wrap up: How We Fund this.	Janet Pritchard		X		Oct 7
<b>Green Buildings</b>	New Green Building /Net Zero Passive Houses	Pam Ritger	X			
<b>Green Buildings</b>	<a href="#">Commercial Buildings Energy Performance Standard</a>	Pam Ritger	X	X		
<b>Green Buildings</b>	<a href="#">Residential Efficiency and Retrofits (notes only)</a>	Pam Ritger		X		
<b>Greening the Grid</b>	<a href="#">Net Zero Electric Grid</a>	Erick Shambarger	X	X		
<b>Jobs and Equity</b>	<a href="#">Green Jobs Accelerator</a>	Rafael Smith	X	X	X	Aug 24
<b>Land Use</b>	Nature in the City; Tree planting, de-paving, soil restoration, natives	Linda Frank		X	X	
<b>Transportation</b>	<a href="#">Electric Vehicles</a>	Ted Kraig	X			
<b>Transportation</b>	Reduce VMT: Active Modes	Ted Kraig	X			Sept 18
<b>Transportation</b>	Reduce VMT: Public Transit	Ted Kraig	X			
<b>Waste and Sustainable Consumption</b>	Food waste reduction/ reusable containers	Bruce Wiggins/ Janet M Pritchard	X	X		Aug 31