Public Participation Plan

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

	Preliminary Phase	Planning Phase	Adoption Phase
Goals	 Reach out various sectors of community Identify issues of importance to them Communicate the need, purpose, and potential impact of the CAP Generate interest, identify early supporters 	 Educate community about impacts of climate change Promote the CAP Solicit input / identify gaps in suite of strategies 	 Inform community of results of planning Generate support for implementation
Branding	——————————————————————————————————————		
Target Audiences	Develop target audience profilesIdentify stakeholders	 Develop stakeholder database 	
Messaging	 Develop Primary and Secondary Key messages (main points for target audiences) 	 Prepare for dispute resolution Collect social norms data about climate friendly actions 	 Identify co-benefits of proposed changes Develop social norms messaging
Campaign Image	 Design CAP image (visual elements, slogan, images) for 5 year lifespan 		
Collateral	 Design and post posters and brochures at community cultural hubs, libraries, etc. 	Develop materials for Kick-off EventInformation packets for smaller events	 Handouts summarizing the CAP
Communications			
Earned Media	 Develop media list to include neighborhood newsletters, radio, etc. Develop Press kit 	 Press releases promoting Kick-off Event and smaller events 	
Owned Media	 Publicize process thru radio, press releases, etc Develop website or webpages aligned with branding decisions 	 Online or telephone Survey: knowledge of CC, CAP, their contributions to GHG, motivation to change Email blasts to stakeholders 4-6 weeks prior to Kick-off Advertisement of Kick-off event 	 Copy of the CAP on website at least 1 month prior to meetings Conduct social norms campaign
Paid Media		- Advertisement of Nick-off event	- Conduct social norms campaign
Events Major		 High profile interactive Kick-off Event early in process (p324): Include town-hall meeting/ workshops/ polling 	 Two Open notice public meetings prior to adoption Community Celebration
Small/ Medium		Following Kick-off a series of events: Speakers Bureau Workshops/ small group discussions	
Outreach			
One-to-one			
Network	 Develop contact list with nonprofits, religious orgs, environmental groups, individuals, etc. 	 Promote Kick-off event thru network 	Promote Celebration through network

Recommendations from the Yale Climate Communications Study:

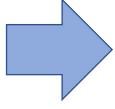
Creating a Targeted Approach to Different Audiences and Demographic Groups

Audience #1

Yales 6 Americas	Attitudes and Engagement	Includes	Appeal	Medium
Alarmed	Highly engaged as consumers	Environmentalists	Climate science	
	25% have contacted public official	Mod to liberal Dems. Ed, higher \$; environ vs growth	Policy Advocacy	Traditional Media Social Media
Concerned	Moderately engaged Willing to use consumer power	Diverse group , moderate Dems; American norm; support environment vs growth	Change through Markets	Social Action



Cautious	Less engaged	Marginalized groups; low	Health focus is more	
		levels engage; trad religion	accessible;	Social Networks
			Narrative-based	Texting
			communications	Print collateral
Disengaged	No involvement/ most willing to change their mind	Low-income, less educated; politically inactive; Moderate Dems. growth	Personal health & basic needs.	Events



Doubtful	Open to changing mind; politically conservative	White, educated, growth vs environment; Evangelical	New voices to explain climate change	Traditional Media
Dismissive	Opponents to action	Politically conservative	Energy Efficiency	
	Supportive of effort to reduce energy use	High income. Republican. Active. individualism	Personal responsibility	

Multi-Channel Marketing Plan Calendar

Event/ Medium	Target Audience	Purpose	Collateral/ content	May	June	July	Aug	Sep	Oct
Video Survey	Young Millennials,	Community Input	Flyer	Email: Work Groups					
	youth		Invitation template		Kick-off Event				
			Talking points		Social Media (Intern)				
Social Pinpoint	City residents	Community Input	Invitation template		Email to network				
Social Pilipoliti	City residents	Community input	invitation template		Email to network				
			Talking points			ostings (Intern)			
			Talking points		Social Media p	Ostings (intern)			
Community	Community Leaders:		Invitation template	En	nail				
Conversations	under-represented	represented; build	Talking points	*Personal Contact					
		allies; promote Kick-	Talking points		Post-Event Survey				
	an - 11 · 0	0 " 1 "		_					
Kick-off Event	City Residents &	Community feedback,	Invitation template		nail				
	Other stakeholders	participation in CAP	Talking points	*Personal Contact					
			Press Release	Earned and	Paid Media				
					Social Media:Pre-	Post Event			
					Social Pinpoint				
					Post-Event Survey				
Summer Events	Varies by event/ topic	Dromoto CED	Talking points				Em	ail	
Varied formats:	varies by event/ topic	Input on Proposals	PPP				*Personal Contact	Idii	
• In-person		Point to website/SPP	Flyer with links				Social Media:Pre-ev	ent and nost event	
• Zoom Q&A		rollit to website/srr	Survey questions				Social P		
Presentations			ourrey questions				Earned and		
Tabling		Promote CEP	Flyers/ posters				*Personal Contact built in	n	
J		Input on Proposals	Ch			Sc	ocial Media:Where we wil	l be	
		Point to website/SPP					Social Pinpoint		

Summer Events

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