Community Engagement
Audience Analysis

Vermont Climate Council
May 24, 2021
3 Components

| Stakeholder Interviews | BIPOC Sector and Community Leaders Roundtable | Sector and Community Leaders Roundtable |
Stakeholder Interviews

Conduct 15 (60-minutes) in-depth interviews

Purpose: Gain insight on how to engage different groups across Vermont, including via the website.

Solicit a diversity of perspectives
- 20 percent of interviewees being with people from BIPOC communities.
- At least 60% from Vermont’s Impacted and Frontline Communities
Stakeholder Interviews

Interviews are confidential- input will not be attributed, but summarized anonymously and used to inform the public engagement strategy.

Interviewees from underrepresented community-based organizations will be offered compensation for their time.
BIPOC Sector and Community Leaders Roundtable

- Affinity Space
- Surface needs, priorities, needs and concerns around communication, climate vulnerabilities, impacts and resilience building.
- Organize and host two online sessions with each being 90 minutes and participants offered compensation for their time. (at least 20 participants)
Sector and Community Leaders Roundtable

- Meet with community members from diverse identities and regions in the state to hear from them about their priorities, needs and concerns around communication, climate vulnerabilities, impacts and resilience building.
- Organize and host two online sessions with each being 90 minutes and participants offered compensation for their time.
| Populating lists for interviews and roundtables | Approval and vetting questions for interviews and roundtables | Co-facilitating Sector and Community Leader Roundtables |
Design a process to identify and connect with target audiences

Develop Engagement Plan, Create and field an online survey

Stakeholder Dialogues

Stakeholder Interviews and Roundtables, Audience Analysis

Online Survey

Promotion for Comment period for Draft plan

Release of Final Plan
Questions and Discussion
Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Plant illustrations from Köhler's Medizinal-Pflanzen in naturgetreuen BHL