DESIGNING A PROCESS TO IDENTIFY AND CONNECT WITH KEY STAKEHOLDERS

VT Climate Council Subcommittees

May 2021
OVERVIEW

- Our approach
- Activities and Timeline
- Stakeholder Discussion
CO-CREATION

A collaborative approach to innovation, design and implementation

With the Climate Council via partnership with CBI

With the Sub-Committees through collaborative design and 3 touch points along the process

With the Vermont Public
With Vermont Communities
Creating a process that invites community members in and supports their ability to contribute to:

- Assessing risks and opportunities
- Determining strategies to prioritize

Benefits of co-creation
- Building buy-in by creating a plan that reflects the priorities of the community and involving the public in the process
**EQUITABLE ENGAGEMENT**

- Engaging communities with respect, accessibility, and reciprocity
- Engaging communities that face disproportionate climate impacts
- Including community expertise from BIPOC, low-income, youth, LGBTQIA, people with disabilities, and other underrepresented communities
- Offering underrepresented community members stipends for their time & participation
- Being responsive and giving adequate lead times
MULTIPLE PATHWAYS FOR ENGAGEMENT

- Storytelling
- Visual communications
- Community events and deliberative dialogues
- Stakeholder surveys and interviews

*These methods support people in engaging and contributing to prioritization and decision-making*
GOING AT THE RIGHT PACE

- Allowing time for outreach and input to avoid a process that only involves the ‘usual suspects’
- Avoiding harm to relationships with communities that have been historically underrepresented and are critical to engage
- Providing adequate time for the community input to inform the draft
- Avoiding ‘checkbox’ community engagement
ENGAGEMENT PLAN DEVELOPMENT

- Design a process to identify and connect with target audiences
  - Subcommittee involvement
- Draft an audience analysis summary
  - Subcommittee involvement

April - June 2021
PRE-DRAFT INPUT

- Develop a public engagement plan
  ★ Subcommittee involvement
- Design social media campaign
- Design outreach materials
- Lead the public engagement launch
- Create and field an online survey
  ★ Subcommittee involvement
- Create website content strategy
- Stakeholder Dialogues
- Partner Support

June - November 2021
December 2021 - February 2022

DRAFT PLAN OUTREACH

- Draft Climate Action Plan/Comment Period Promotion
  - Subcommittee involvement
- Partner Support
- Online Deliberation and Voting Platform
March 2022

FINAL PLAN ROLL-OUT

- Release of the Final Climate Action Plan
  ★ Subcommittee involvement
- Press conference and public events
- Partner support
EVALUATION

- Evaluate Overall Project
  - Subcommittee involvement
1. What stakeholders need to be involved in your subcommittee work and what do you hope to gain from that engagement?

2. What sectors/groups/communities need to be engaged in the Climate Action Plan development process and implementation and why?

3. Are there leaders who represent and/or are involved with outreach efforts to key constituents that the Climate Action Plan process needs to reach? Who should be interviewing or inviting to an online roundtable to help inform the creation of the public engagement plan?