

ATTACHMENT A – STATEMENT OF WORK

Vermont’s Act 153(2020) – the Global Warming Solutions Act, or GWSA - establishes an ambitious timeframe and scope of for the Vermont Climate Council (Council) that culminates with the adoption of the Vermont Climate Action Plan on or before December 1, 2021. The Plan will identify specific initiatives, programs, and strategies necessary to achieve the State’s greenhouse gas emission reduction requirements.

The Contractor will lead a robust public participation process that engages Vermonters in creating and implementing the Vermont Climate Action Plan. To do this, the Contractor will build and lead a statewide public engagement process that provides a diverse range of opportunities for Vermonters to be involved in developing the Climate Action Plan. The contractor will report to the GWSA Director and the ANR Director of Communications. Specifically, the contractor will:

Public Engagement: Phase 1

This phase includes the work necessary to inform the development of the public engagement plan. The contractor will develop and implement an ongoing public engagement effort in coordination with State staff, the Climate Council Facilitator, and the Just Transitions subcommittee. This effort will include developing and activating a public engagement plan to effectively and equitably involve target audiences, build awareness, and bolster public buy-in.

The firm will need to be inclusive as it identifies and engages the target audiences to include principles of environmental justice, diversity, equity, and inclusion.

Services are anticipated to include:

- a. *Meetings with state staff, the Climate Council subcommittees, and/or the Climate Council facilitator* to design and implement the public engagement plan. This includes an initial launch meeting with ANR staff, the Climate Council Facilitator, and members of the Just Transitions subcommittee to review project goals, objectives, activities, timelines and discuss the approach for working together throughout the process. Following the launch meeting, the contractor will set up recurring meetings, information management systems and other processes as needed to support internal communications across these groups. As part of this, process the contractor will:
 - i. Organize a meeting with ANR staff and the Climate Council Facilitator to review project objectives, activities, timelines and discuss the approach for working together throughout the process and involving the Just Transitions subcommittee.
 - ii. Calendar and attend bi-weekly check-in meetings with ANR staff.
 - iii. Meet with Just Transitions subcommittee members in April to review and gain input on the project approach and on a monthly basis, at a minimum, going forward.
- b. *Design a process to identify and connect with target audiences* to ensure public engagement around the plan is equitable. To do this, the Contractor will create accessible, respectful, and reciprocal opportunities to be involved for BIPOC, low-income, youth, LGBTQIA+, those with health conditions or disabilities, rural and other communities

facing disproportionate impacts from climate change to share their concerns and play a key role shaping and implementing climate action plans. This will include:

- i. Stakeholder interviews and roundtables with BIPOC and rural Vermont communities from across Vermont.
 1. Plan and co-host one 2-4 hour roundtable with at least 20 representatives from BIPOC communities.
 2. Plan and co-host one 2-4 hour roundtable with at least 20 representatives from rural Vermont.
 3. Conduct at least 15 hourlong one-on-one stakeholder interviews with members of the target audiences.
 4. Track and report interview and stakeholder stipends.
- ii. An audience analysis summary that distills input from the Just Transition subcommittee, stakeholder interviews and roundtables, offers recommendations for how to best connect with target audiences, and informs next steps in the public engagement plan.

Deliverables:

- Audience Analysis Summary to share insights from the Just Transition subcommittee, stakeholder interviews and BIPOC roundtable.
- Report with an overview of participants in the roundtables and details on stipends paid

Public Engagement: Phase 2

This phase involves developing a public engagement plan, including designing ways for the public to be directly involved in the development of the Climate Action Plan, a social media campaign, and developing marketing and outreach collateral.

The firm will need to be inclusive as it develops the overall public engagement plan, collateral, and the social media campaign.

Services are anticipated to include:

- a. *Develop a public engagement plan* - The plan will include goals, target audiences, message strategy and development, ways for audiences to participate in developing the plan (ie meetings, online surveys, stakeholder dialogues, etc), communication channels, collateral needed, and evaluation metrics. Meet with ANR and the Climate Council Facilitator to discuss and revise based on input. The plan's development will be coordinated closely with ANR staff and the Just Transitions Subcommittee.
- b. *Design social media campaign* – To create the campaign, the contractor will meet with ANR social media managers, turn the key messages developed for the public engagement plan into weekly posts that include relatable copy and graphics, develop a promotion strategy that targets specific demographics and target audiences identified during Phase 1, and creates a content calendar that lays out and schedules posts from May 2021-March 2022.
- c. *Design outreach materials (collateral)* - Design audience-specific collateral for public engagement efforts. This collateral will be designed to reach each target audiences. This includes producing a set of materials and content to support implementation of the Public Engagement plan and process. Collateral will also include short summaries, infographics,

web banners, videos, templates for Climate Council documents, audio scripts, social media content, presentations, and media materials, as well as kits to support community events including surveys, posters, email promotions, and/or dialogue guides.

- d. *Create and field an online survey* to gauge climate concerns and gain input on strategies to prioritize in the Climate Action Plan. Host on the Climate Action website and promote via social media, email the Climate Council and Just Transitions subcommittee and willing community partners. Distill findings for consideration by the Climate Council.
- e. *Online Deliberation and Voting Platform*: Set up an issue exploration, deliberation and voting tool that allows community members to increase their understanding of climate risks and solutions, the State's climate action goals, and strategies being considered for the Climate Action Plan, weigh the pros and cons of different strategies and vote on the priorities.

Deliverables:

- Public engagement plan that includes campaign goals, target audiences, key messages for each audience, communication channels, materials needed, engagement strategies and evaluation metrics. Include a messaging document to provide an overarching framework that includes key messages and tailored communication for different stakeholders.
- Social media campaign that includes key messages, draft copy for posts and stories, and a proposed content calendar.
- Collateral kit that will include infographics, at least one promotional video, PowerPoint and Word templates for the Council, posters and banners advertising upcoming public events and/or dialogue guides for the roundtable sessions and public events.
- Design Action Dashboard to be placed on Climate website, including designing survey, voting platform, and feedback form.

Public Engagement: Phase 3

- a. *Lead the public engagement launch* - Kick off the public engagement process with media outreach, social media, email marketing including reaching out to community organizations and state government agencies to share with their networks. Organize and host an online event for the media and the public.
- b. *Draft Climate Action Plan/Comment Period Promotion* - Promote the draft Climate Action Plan and planning process, including the public comment period via the media, social media and Climate Action website. Launch the online survey and voting platform to capture public comments on the Climate Action Plan and develop supporting marketing materials include social media content, email promotions and work with ANR, the Climate Council Facilitator, the Just Transitions subcommittee and willing community partners to distribute.
- c. *Stakeholder Dialogues* - Co-host up to 10 online dialogues in partnership with local organizations and/or leaders representing the target stakeholders. Facilitate small group, peer to peer discussions regarding climate risks of most concern and why and the strategies that should be prioritized. If possible, host up to five of the events in person. For the later, reach out to and work with organizations in the communities where the

events take place to incorporate resources that support action such as emergency preparedness tips and tools, trees and plants community members can plant to increase heat and flood resilience and weatherization, energy efficiency and clean energy information including grants, subsidies and other programs that increase access, etc.

- d. *Release of the Final Climate Action Plan* - Produce a short summary of the climate action plan outlining plan priorities, a press release and talking points, and email and social media promotional materials. Work with ANR and the Climate Council Facilitator, the Just Transitions subcommittee and willing community partners on distribution. Organize and host a press conference and four public events (two online and two in person) in partnership with community organizations. As above, work with organizations in the communities to offer resources that support action at the events.

Deliverables:

- Kick off event for public engagement period, inviting media and the public to attend; announce beginning of the public comment period.
- Co-host up to 10 online stakeholder dialogues in partnership with local organizations and/or leaders representing the target stakeholders. Facilitate small group, peer to peer discussions regarding climate risks of most concern and why and the strategies that should be prioritized. If possible, host up to five of the events in person.
- Stakeholder Dialogue Input Summary
- Summaries of the survey results and online deliberation/voting platform feedback.
- Draft and Final Plan Promotion, including short summary of climate action plan priorities and public input incorporation, press release, press conference and 4 public events.

Public Engagement: Phase 4

a. Evaluate overall project. The Contractor will collect participation data to track engagement. This information will be distilled into a report. with a focus on the extent to which BIPOC, rural, and other stakeholders most impacted by climate change participated. The Contractor will also organize an overall project impact debrief for ANR staff, Just Transitions committee members, and the Climate Council facilitator. Services are anticipated to include:

- a. *Collect and analyze public engagement process participation data* including online surveys and voting tools, public and stakeholder events, and social media post performance.
- b. *Create a public participation report:* Distill the community input received throughout the planning process into a report outlining key concerns and priorities to be considered in the development of the Climate Action Plan
- c. *Survey Climate Action Planning Participants* Once the climate action plan has been released, send an online survey to everyone engaged in the planning process to determine the successes of the communications strategies employed

during the development of the climate action plan. The survey will be reviewed by the state prior to deployment.

- d. *Host debrief meeting* with planning participants to go over survey data and overall public engagement process.
- e. *Assess project impact*. At the end of plan implementation, evaluate the success of the public engagement process, collateral, and website development process into a Project Assessment Report. Meet with ANR staff, the Just Transitions subcommittee, and the Climate Council facilitator to discuss success, areas for improvement, etc.

Deliverables:

- Public engagement participation summary: Report summarizing the concerns and priorities received from the community that should be considered in the development of the climate action plan.
- Debrief meeting with ANR staff, Just Transitions subcommittee, and relevant partner organizations
- Project assessment report

