

PROPOSAL: Public Outreach Support for the Development of Vermont's Climate Action Plan

MARCH 2021



Image via Flickr cc Onasil Bill



INTRODUCTION

Continuing the tradition of strong environmental leadership in Vermont, the Global Warming Solutions Act sets out bold and necessary climate goals for the State of Vermont. The State is creating the Vermont Climate Action Plan to achieve these goals with the recognition that public involvement in the creation and implementation of the plan is critical for impactful and equitable outcomes

Climate Access, RISE Consulting and Wire Media are bringing together their expertise in climate communications and engagement, race equity centered strategies and digital communications to respond to the Vermont Agency of Natural Resources (ANR)'s *Public Outreach Support for the Development of Vermont's Climate Action Plan Request for Proposal*.

Our Approach

Our team generates buy-in for the adoption of new initiatives, programs and strategies to cut emissions and increase resilience to climate change and a willingness to contribute to solutions using a co-creation model where community members are invited into a process that allows them to contribute directly to the assessment of the risks and opportunities climate change presents and help determine strategies to prioritize. We focus on equitable engagement by creating accessible, respectful, and reciprocal engagement opportunities 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. We leverage best practices in equitable climate communication and engagement from decades of experience working with government agencies as well as environmental, justice, health, academic, faith and other organizations,

Our team brings an evidence-based approach to communication and engagement planning by factoring in the latest public opinion trends and social science to design campaigns. Polling shows Vermonters care about the environment and are concerned about climate change and there is support for action. This provides a solid starting point for expanding awareness of climate impacts and solutions and engaging the public in the planning process and taking action in their own lives. At the same time people are worried about COVID, equity and the economy. All four issues can be overwhelming and the path forward is not clear. As a result it is important to meet people where they are at by connecting climate change to what is relevant in people's lives, illustrate the feasibility and benefits of taking action and make it easy to participate in the Climate Action Plan development and implementation. This means using a multifaceted approach to engagement

including strategies such as using storytelling, visual communications to translate complexity, participating in and hosting community events and deliberative dialogues, surveying stakeholder groups, providing opportunities to explore information and contribute to decision making online and empowering and resourcing leaders in the community to contribute to outreach efforts.

As is reflected in the *Public Outreach Support for the Development of Vermont's Climate Action Plan* RFP, taking time to determine the groups of people the Public Engagement Campaign must reach is a critical component of the effort. This is the starting point for the scope of work outlined below and includes taking steps to understand stakeholder values, concerns and needs so that the campaign is effective in involving a diverse range of community members in planning and taking action including those who have and continue to face systemic racism and injustice.

SCOPE OF WORK

Co-creation is core to the development of the Public Engagement Plan. Our team will work closely with ANR staff and the Climate Council Facilitator throughout the process as well as with the Just Transitions subcommittee. In addition, the process will engage leaders from a diverse range of stakeholder groups in helping to shape the Public Engagement Plan so that the messages and outreach strategies included resonate. This builds trust and relationships with community leaders who, if interested and willing, can go on to play a role in implementation.

We recommend completing the audience analysis before beginning the development of a Vermont climate change website as the analysis will provide important insights on the framing and messaging, content and tools to use and how to best organize the site to maximize interactivity.

It is assumed that meetings with ANR staff, the Climate Council Facilitator and Just Transitions subcommittee referenced below will be held virtually.

Phase One - Discovery

- 1. Launch Meeting:** 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. Following the launch meeting, set up recurring meetings, information management systems and other processes as needed to support internal communications.
- 2. Just Transitions Subcommittee Meetings:** Meet with Just Transitions subcommittee members to review and gain input on the project approach.

3. **Material Review:** Work with ANR staff, the Climate Council Facilitator and the Just Transitions subcommittee to identify resources to include in a material review including relevant reports, public opinion research, climate campaigns and evaluations, social media content and analysis, etc.
4. **Stakeholder Interviews:** Meet with ANR staff, the Climate Council Facilitator, Just Transitions subcommittee to discuss the stakeholders that must be engaged in developing and implementing the Climate Action Plan. Identify 20 representatives to interview that reflect the range of stakeholder groups to gain insights on how to talk about and engage different groups across Vermont including via the website. The aim is to hear a diversity of perspectives through the interviewers and with 20 percent of interviewees being with people from BIPOC communities. Interviews will be 60 minutes and interviewees from underrepresented community based organizations offered compensation for their time.
5. **BIPOC Roundtable:** Meet with BIPOC 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.

DELIVERABLE

- ✓ **Audience Analysis Summary** - A report distilling input from the Just Transition subcommittee, stakeholder interviews and BIPOC roundtable.

Phase Two - Plan Development and Web Audit

1. **Message and Strategy Development:** Draw from Audience Analysis to draft messages to test including an overarching framework for how to talk about climate change in Vermont and tailored messaging for different stakeholders. Include engagement strategies for the stakeholder groups as well. Meet with ANR and the Climate Council Facilitator to discuss and revise based on input.
2. **Testing:** Share the draft messaging and strategies to the Just Transitions subcommittee and list of interviewees to comment on and revise based on input. Test the messages via paid social media.
3. **Plan Creation:** Draw from the above to outline campaign goals, target audiences, key messages for each audience, communication channels, materials needed, engagement strategies and evaluation metrics. Meet with ANR, the Climate Council Facilitator and Just Transitions subcommittee to discuss and revise based on input.
4. **Website Audit:** Conduct a sitemap and content audit of the existing [Climate Change in Vermont website](#) and the [Climate Council webpage](#) to understand the full scope and nature of the existing content, map links to internal and external content, and identify any content that may have accessibility issues.

DELIVERABLES:

- ✓ Public Engagement Plan
- ✓ Web Audit Report

Phase Three - Plan Implementation

- 1. Collateral:** Produce a set of materials and content to support implementation of the Public Engagement Plan. The planning process outlined above will provide insights on what to create. From previous projects it has been found useful to include short summaries of climate risks and government action underway and action toolkits that make it easy for community member to identify the most impactful steps they can take to support climate goals that can also save money, improve health and well-being, prioritize equity and deliver other benefits. Web banners and social media promoting engagement opportunities and climate actions, presentation and media materials, as well as kits to support government representatives and willing partners to attend or host community events including surveys, posters, email promotions, dialogue guides etc. are also impactful. The Public Engagement Plan will include recommendations for paid media if the discovery phase reveals this would be impactful, however, this scope of work and related budget does not include content development or ad placement beyond the social media buys for message testing as outlined above.
- 2. Website:** Create a content strategy and information architecture that supports the overall campaign messaging and strategy, and incorporates learnings from the Just Transitions subcommittee, stakeholder interviews and the BIPOC Roundtable. Working in collaboration with ANR and the Climate Council Facilitator, write copy for key areas of the website such as the home page or important landing pages. Apply a visual storytelling approach that tightly connects the text with the design and visuals to create a more engaging experience, simplifying complex concepts. Create an Action Dashboard for people visiting the site to access a menu of actions to take, click on what they want to do, and find the information they need to take the action. Include a way to share their action on social media to encourage their friends and family to join in. Design the site using existing brand standards and style guides and implement it on Drupal 8 (or Drupal 9 if we want to be more forward-thinking as Drupal 8 is currently [scheduled for end-of-life in November 2021](#)). The Wire Media team designs and builds websites with best practices for WCAG accessibility and are currently following WCAG 2.1 AA guidelines. Our team will handle all content migration, and will provide training for ANR staff on the Drupal CMS so the team will be ready to take over management of the site content at launch. Launch the new site at <https://climatechange.vermont.gov/>, completely replacing the current site. This scope of work and budget does not include accessibility remediation of your existing content (such as PDFs) but we can provide this service on request.
- 3. Campaign 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.
- 4. Survey:** 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.

5. **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 to set using Climate Access's [Ethelo](#) account. Support use of the tool throughout the planning process.
6. **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.
7. **Partner Support:** Provide hands-on support to partner organizations interested and willing to organize and host online (or if possible, small in person events) sessions for their network to weigh in on the Climate Action Plan including tailoring the collateral toolkit, helping to promote events, and gathering feedback from participants.
8. **Draft Climate Action Plan and Comment Period Promotion:** Promote the draft Climate Action Plan and public comment period via the media, social media and Climate Action website. Create an online survey to capture public comments on the Climate Action Plan and supporting marketing materials include a web banner, social media content, email promotions and work with ANR, the Climate Council Facilitator, the Just Transitions subcommittee and willing community partners to distribute.
9. **Release of the Final Climate Action Plan:** Produce a short summary of the climate action plan and web content 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.
10. **Promoting Climate Action in the Community:** Develop new content for the climate action dashboard on the website to reflect steps that can be taken in keeping with the priorities in the Climate Action Plan. Produce a climate action workshop toolkit and support interested community organizations or individuals to host action planning sessions with their networks. Other activities will be determined in the Public Engagement Plan but could include competitions, sharing community action stories on social media, supporting ANR staff to host community events, etc.

DELIVERABLES

- ✓ Collateral Toolkit
- ✓ Vermont Climate Change Website
- ✓ Public Launch
- ✓ Survey Summary
- ✓ Online Deliberation and Voting Summary
- ✓ Stakeholder Dialogue Input Summary (including partner event outcomes)
- ✓ Draft and Final Plan Promotion
- ✓ Other implementation Activities per the Public Engagement Plan

Phase Four - Evaluation

- 1. Evaluation Throughout the Process:** The Public Engagement Plan should set a big, yet realistic goal for the number of people to engage in the planning process and climate action and use this as a baseline for evaluation. Survey, event, online deliberation and voting tool participation numbers will be tracked with a focus on the extent to which BIPOC, rural, and other stakeholders most impacted by climate change participated. Social media and web data will be analyzed as well. In addition to participation, the depth of input received will be outlined in the Survey, Online Deliberation and Voting and Stakeholder Dialogue Input Summaries.
- 2. Summary of Public Engagement Results:** Distill all of 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.
- 3. Survey Climate Action Planning Participants:** Once the final Climate Action Plan has been released, develop and send an online survey to everyone engaged in the planning process to gauge increases in understanding of climate change impacts and solutions, support for strategies within the plan and the actions people are willing to take to contribute.
- 4. Implementation Evaluation:** Track implementation outcomes per the metrics established in the Public Engagement Plan and summarize.
- 5. Project Assessment:** At the end of plan implementation, bring together findings from the above steps into a Project Assessment Report. Meet with ANR, Climate Council representative and the Just Transitions subcommittee to discuss success, areas for improvement, etc. and finalize the report.

DELIVERABLES

- ✓ Evaluation Through the Process
- ✓ Public Engagement Participation Summary
- ✓ Participant Survey
- ✓ Project Assessment Report

Climate Access, RISE Consulting and Wire Media

Individuals involved in the preparation of the proposal and point of contact:

Cara Pike - Executive Director, [Climate Access](#)

Meredith Herr - Deputy Director, [Climate Access](#)
(point of contact: meredith@climateaccess.org)

Sarika Tandon - Principal, [Rise Consulting](#)

Marcy Rye - CEO, [Wire Media](#)

The combined team of Climate Access, RISE Consulting and Wire Media has decades of sustainability, climate and equity communications and engagement experience working with government agencies, civil society organizations and businesses.



Climate Access is a nonprofit organization focused on building political and public support for climate and clean energy solutions by developing and promoting the adoption of effective communication and engagement approaches. Climate Access draws from social science, best practices in the field and its in-depth climate communication and public engagement experience to make complex issues easy to understand and involve stakeholders outside the “choir” in decision making and supporting policy and program implementation. Climate Access offers strategic framing and narrative and activation and engagement services, and runs a resource and training center for more than 3,700 members from nonprofit, government, academic and community organizations. Climate Access has worked closely with state, provincial and local governments across the US and Canada to involve thousands of stakeholders in creating and implementing climate action plans and programs including those most impacted by climate change and difficult to engage in planning efforts. The education, engagement and activation strategies and guides the organization has developed for cities and counties have resulted in climate action plans that reflect the concerns and needs of the community, generated support for policy adoption, spurred and supported community members to take action consistent with local government climate action goals and increased social capital in communities. Climate Access works in partnership with well-respected organizations including the Urban Sustainability Directors Network, National League of City and American Society of Adaptation Professionals to develop framing and engagement strategies and train leaders in climate and sustainability communications best practices.



RISE Consulting offers equity-centered services including strategy consulting, equity training curriculum, coaching, communications, and practitioner research that centers the power, creativity, dignity and voices of communities of color. Rise Consulting’s work is centered in relationships and a deep commitment to racial and environmental justice by working with organizations and communities to develop approaches to improving equitable outcomes at the individual, programmatic, institutional, and systemic levels. Rise Consulting has worked on environmental and climate equity related programs with partners such as The Cities Network of the Nature Conservancy, UMass Boston’s Sustainable Solutions Lab, and Shelburne Farms.



Wire Media, LLC has a mission to connect people with meaningful causes — by designing websites that empower them to learn, be informed, and able to make good decisions. We’re a user experience design firm with expertise in visual storytelling and web accessibility. We provide content, design, and technology solutions to create highly effective websites. Wire Media was founded in 2012 and became a [certified B Corp](#) that year too. B Corporations meet the highest standards of social and environmental performance, transparency, and accountability. We use best practices from user experience design, web accessibility, and storytelling to make it easy for people to quickly understand complex topics or systems, and take action.

PROJECT TEAM

Climate Access will act as the lead consultancy, managing the project through to completion and contribute to each phase. The Climate Access team will work closely with RISE Consulting on the audience analysis, plan development, implementation and evaluation. Wire Media will take the lead with the web site design and development and contribute to the evaluation. The project team includes:



Cara Pike - Climate Access Executive Director. Cara Cara has more than 25 years of experience in environmental communications as a strategist, campaign producer, researcher, and trainer and leads all client projects. Her work includes creation of the *Preparation Frame: A Guide for Understanding and Engaging Around Climate Impacts*; *the Ecological Roadmap*, a values-based approach to building support for environmental protection; *Climate Communications Behavior Change – A Guide for Practitioners*, and other widely used publications and toolkits. Cara regularly advises government agencies and

nonprofit organizations. Clients have included the State of Vermont, City of Boston, Louisville Metro Government, Ocean Science Trust, Union of Concerned Scientists, Province of Alberta, and others.



Meredith Herr - Climate Access, Deputy Director. Meredith directs the resource and training center at Climate Access, producing climate communication and engagement guidance for nonprofit and government leaders who want to create momentum and build support for inclusive climate solutions. She tracks best practices and public opinion trends, facilitates training services, manages cutting-edge pilot projects, conducts media analyses, develops case studies, and translates research into effective communications and outreach strategies and tools. Meredith's enthusiasm for climate

communications began during her time at Earthjustice where she investigated the social values that influence environmental engagement. Previously, she explored the dynamics of personal and societal transformation with grassroots social change leaders as an assistant research scientist at the Research Center for Leadership in Action.



Sarika Tandon - Principal, Rise Consulting. Sarika is an equity strategist and racial justice advocate who consults, teaches, writes, speaks, and collaborates at the intersection of race, equity, and environmental issues. She is the Curriculum Director of the Racial Equity Leadership Lab, a collaborative racial equity learning space for conservation leaders within the Cities Network of the Nature Conservancy. Sarika is an Adjunct Faculty member at Antioch University New England's Graduate School of Environmental Studies, where she teaches about

Justice, Equity and the Environment and Climate Justice and Equitable Adaptation. She is an Equity Strategist with Shelburne Farms where she is the lead designer and facilitator for the Power Equity Privilege and Race professional learning

program. Sarika has partnered with the Women on Climate Initiative at the Nature Conservancy and the Sustainable Solutions Lab at UMass Boston to build climate equity learning programs for scholars and professionals addressing climate change in their work and research.



Marcy Rye - CEO, Wire Media. Marcy is a design technologist and communications strategist. She has led branding, communications, and digital design projects for over 20 years for clients including LA Metro, Humane Society, Box Inc., Environmental Defense Fund, Stanford University, and Democratic and progressive political campaigns in the US, Africa, and the Caribbean. Marcy is a frequent speaker and author on topics including visual storytelling, web accessibility, web design, and branding. She currently serves on the board of the LA County Fire Department Foundation and has served on several other

nonprofit and civic engagement boards over the years. She was previously Adjunct Faculty at Parsons the New School for Design where she taught web design and frontend web development for seven years.

Marcy will oversee the web design process and involve other staff from Wire Media in the project including a content strategist, UX/Visual designer, frontend web developer, Drupal web developer(s) and a project manager.

RELATED PROJECTS

Climate Access



State of Vermont Natural Resource Agency:

Climate Access worked with the State of Vermont Department of Natural Resources to develop a communication framework to aid staff from across state agencies in making the case for strong mitigation and adaptation efforts with key stakeholders. Climate Access developed a process that involved state staff as well as community and

municipal leaders in co-creating an overarching climate story for Vermont on why the state should take bold climate action and what the outcomes of taking that action will be, as well as tailored versions of that story for different groups such as business leaders, rural landowners, and municipal staff. The communication framework was adopted across state agencies and used to shape the state's climate website.



Louisville Metro Government: Climate Access collaborated with the Geos Institute to develop the Prepare Louisville Climate Adaptation Plan for Louisville Metro Government in Kentucky. The Geos Institute led the vulnerability assessment and plan development while the Climate Access team worked with Louisville Metro staff to engage more than 2,000 community stakeholders in the process. To achieve this level of engagement, Climate Access used a multimodal approach that included surveys, community dialogue events in partnership with local organizations, creating a plan and equipping Louisville Metro sustainability staff with the tools to participate in community

events throughout the region, media outreach and an online launch event with the Mayor. Climate Access played a key role in facilitating strategy team workshops with city staff and community leaders and experts from a range of sectors and created a communication strategy and tools to support the Louisville Metro team to continue engagement as part of plan implementation. As part of this, Climate Access produced a framework for integrating adaptation and mitigation goals and strategies as part of a cohesive climate emergency response in public communications. The work with Louisville Metro Government is continuing with Climate Access currently supporting sustainability staff to communicate adaptation and mitigation goals internally and provide staff from a range of departments with tools to incorporate climate action into their agendas.



Community Climate Leaders: Through the Community Climate Leaders program, local governments partner with and provide training and resources to community organizations and leaders to raise awareness of climate change and engage the public in taking climate action. Climate Access worked with the City of Boston to develop the Greenovate Boston Leaders Program, which trained 140 community members in its first two cohorts to act as climate ambassadors who went on to engage more than 2,500 community members in climate action co-exploration and creation dialogues and action planning sessions

across the eight Boston neighborhoods most at risk from climate impacts. To reduce barriers to participation, stipends were provided to community leaders and materials made available in six languages. Participants have gone on to implement actions such as working to cut public school emissions and developing plans to prepare for extreme weather events. Sustainability staff attended leader events to listen to community concerns and ideas and bring feedback to the City. As a result, Boston has created an extreme heat awareness and alert program in response to what was heard. Climate Access is currently replicating this successful model in other communities, including the City of Cambridge, MA and the City of Columbia, MO.



Look Ahead: Climate Access has been using virtual reality (VR) as a way to increase awareness of climate impacts and engage community members in local decision-making and climate action for years, starting in Marin County, California. The approach has proven particularly effective in reaching youth and those outside the climate choir. In addition to the “Here, Now Us” pilot in Marin, Climate Access has developed Look Ahead programs for San Mateo County and the City and County of San Francisco. Wire Media partnered with Climate Access to create the campaign websites for each project. Most recently, Climate Access created Look Ahead projects City of Hermosa Beach

and the City of Manhattan Beach in partnership with the U.S. Geological Survey (USGS) and WhiteSpaceVR to raise awareness of climate impacts and solutions. The immersive 360° virtual reality tours allow community members to visualize how areas in the community will be affected by sea-level rise, what is possible if climate action is taken, show support for different climate actions and access resources that support taking action.



The Fossil Fuel Non-Proliferation Treaty: Climate Access is leading the communications effort for the Fossil Fuel Non- Proliferation Treaty - a new global initiative calling for a multilateral agreement to phase out fossil fuel production in keeping with 1.5 degrees Celsius and fast track a fair energy and economic transition as a complement to the Paris Agreement. The team is developing and implementing communication strategies in North America, Europe, Asia, Africa, Latin America and Oceania aimed at engaging government, civil society, academic, business, Indigenous, health, faith and other leaders as well as the public in the campaign.



Government of Alberta: Cara Pike and the Geos Institute worked with the Government of Alberta (GoA) to distill decades of climate data and risk assessments for the province and translate the information into relevant, accessible materials to increase awareness of impacts and support stakeholders within the government and across

the province to add a climate change lens to their decision making. As part of this effort, Cara conducted stakeholder mapping research to identify and better understand target audiences for this project and designed and facilitated a stakeholder workshop. The project included creation of a comprehensive communication and engagement strategy to support outreach around the creation of an adaptation strategy for Alberta.

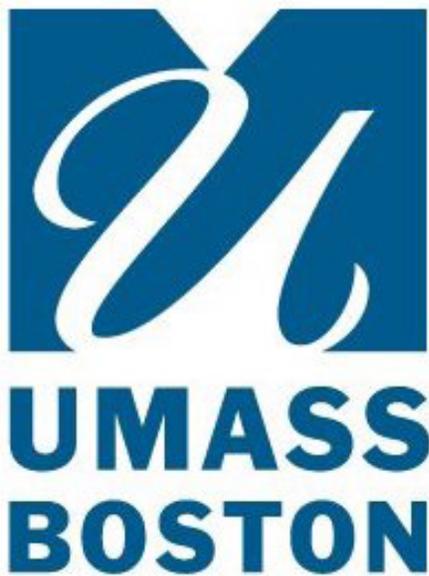
Rise Consulting



Lead consultant- Climate Equity Innovation Lab, Women on Climate Initiative of The Nature Conservancy:

The Climate Equity Innovation Lab provides a collaborative space for leaders from the Mid-Atlantic Region of the United States working to counter climate

change. This program invites trans women, cis women and non-binary individuals into a dynamic and interactive network of changemakers committed to creating equitable and lasting climate solutions. Beginning in January 2021, this 6-month cohort focuses on the intersections of climate change, race, gender, health and class so that we may collectively further equitable solutions. The Climate Equity Innovation Lab seeks to: explore intersections between climate change and race, gender, health equity, and class; inspire and enhance creative and emergent solutions for climate change, amplify the intersectional voices and solutions of diverse climate leaders; create a collaborative space that acknowledges and actively tries to counter imbalances in power; and connect participants to resources and to each other as well as the national Women on Climate network at The Nature Conservancy.



Climate Justice Deep Dive-Sustainable Solutions Lab, University of Massachusetts, Boston:

The climate justice deep dive was a semester-long collaborative learning space co-designed by Sarika Tandon and Rebecca Herst of the Sustainable Solutions Lab. The Deep Dive was created to support interdisciplinary scholars at UMass Boston to better leverage research and scholarship to address the intersections of climate change, systemic racism, and the disproportionate climate impacts faced by black, indigenous, and brown communities. The Climate Justice Deep Dive cohort engaged in participatory sessions designed to learn about current research and trends in climate justice from various perspectives, explore climate justice and research needs, create deeper connections and collaboration between faculty and disciplines, and

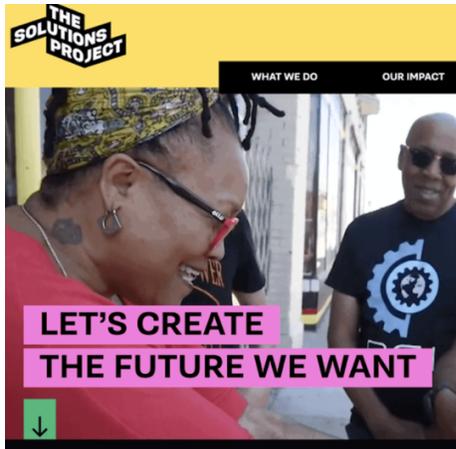
to support faculty in deepening their capacity to address climate justice in their scholarship. Faculty members representing the following schools and Institutes at UMass Boston participated in this program: the William Monroe Trotter Institute for the Study of Black History and Culture, the Institute for Asian American Studies, the Institute for New England Native American Studies, the Mauricio Gaston Institute for Latino Community Development and Public Policy, the College of Liberal Arts, the College of Management, the College of Nursing and Health Sciences, the McCormack Graduate School of Policy and Global Studies, and the School for the Environment.

Wire Media



LA Metro Sustainability Dashboard: LA Metro is very focused on environmental sustainability and recently launched its [Sustainability Dashboard](#) to provide real-time data to the public — reporting back on its efforts to be environmentally responsible. Through prime contractor ICF, Wire Media was subcontracted to provide content, web accessibility, and UX design services. Wire Media worked closely with the Metro project manager and brand team to understand the messaging goals and brand identity guidelines to write and produce a series of branded web videos and to write “stories of sustainability” to inhabit the Dashboard. The accessibility and UX design

services were contracted after another vendor designed and launched the Dashboard. Wire Media’s role is to conduct accessibility and UX design audits of the Dashboard, and provide detailed recommendations for remediation, and a plan for future efforts to continue to maintain and also improve both the accessibility and the user experience of the Dashboard. The audits are currently in progress and reporting is to be completed around the end of April or early May.



The Solutions Project: Wire Media has worked with this nonprofit client since 2016, providing full, custom web design and development and content strategy services. That work has included three complete website redesigns, creation and production of four digital impact reports, and ongoing strategic advice and implementation for the websites to improve accessibility, enhance the user experience, and adapt the site content and features to the changing needs of its audience and of the client. Most recently the Solutions Project underwent a rebranding to reflect their internal shift from a focus solely on clean energy to a broader focus on climate justice, and on elevating and centering the voices of local leaders in the

climate justice movement. As a result, Wire Media’s most recent major project with them was the complete redesign of their [primary website](#) and the writing, design, and production of their [2019 impact report](#) (2020 report is in progress and expected to launch April 21). The site has two unique and custom mapping features. One shows the composition of [what clean energy could look like in 2050](#) in countries around the world, the United States, and several cities. The other is an interactive map with [data on their grantmaking over the years](#). Wire Media is currently at the beginning of a new project to conceptualize, design, and create a website for their other main URL, 100.org and provides monthly support for the core site.



University of California - Santa Barbara: UCSB hired Wire Media to design and build websites for the [National Center for Ecological Analysis and Synthesis \(NCEAS\)](#), and the [Bren School of Environmental Science and Management \(Bren\)](#). The NCEAS website project was quite complex and included a rethinking of how to best present their wealth of scientific research, working groups, and data science. Part of the work involved connecting the website with an internal database maintained on site by NCEAS staff. This database housed much of the working group and scientific research data. Wire Media's job was to pull data from this database to appear on the website and allow site managers to edit the copy to make it work better on a website (it was mostly written in the way of scientific researchers, which does not usually make for good website copy). The Bren project was simpler in scope so it was possible to focus on delivering a polished system that made it easier for them to maintain the site content on their own.

The Bren site rapidly became known as “the gold standard” for websites at UCSB because of how we built it and Wire Media's team continues to provide monthly service and support for UCSB.

RELATED REPORTS

Climate Access

[Case Study: Greenovate Boston Leaders Program](#) - Generating Community Capacity for Climate Action

[Prepare Louisville](#) - Climate Adaptation Plan and Communication Plan

[Smart Shift: Communicating About Sustainable Consumption](#) - Framing and Engagement Research & Recommendations for Local Government

Rise Consulting

[Field Guide to Conservation in Cities](#) an equity-based guidance document for conservation leaders doing work in cities

[Whole Measures for Urban Conservation in Cities](#) an equity-based approach to planning, community engagement and evaluation

BUDGET

BUDGET Activity	Personnel Costs (Hours)				Personnel Costs	Other Costs	Plan Phase Subtotal
	CP \$225	MH \$175	ST \$200	MR \$175			
Phase One							
Discovery	8	17	17		\$8,175		
Audience Analysis Summary	6	6	6		\$3,600		
Interview and Roundtable Stipends						\$2000	
Subtotal	14	23	23		\$11,175	\$2000	\$13,775
Phase Two - Plan Development and Web Audit							
Message and Strategy Development	8	6	6		\$4,050		
Testing	6	16	4		\$4,950		
Social Media Message Testing						\$6,000	
Plan Creation	16	8	14		\$7,800		
Website Audits				25	\$4,625		
Subtotal	30	30	30	25	\$21,425	\$6,000	\$27,425
Phase Three - Plan Implementation							
Collateral	18	30	15		\$12,300		
Website				325		\$56,875	
Campaign Launch	8	12	6		\$5,100		
Survey	4	10	2		\$3,050		
Stakeholder Dialogues	5	8	16		\$5,725		
Online Deliberation and Voting	8	20	8		\$6,900		
Online Deliberation and Voting Platform (Ethelo)						\$5,000	
Partner Support		10	8		\$3,350		
Draft Plan Release	12	16	6		\$6,700		
Final Plan Release	15	18	10		\$8,525		
Promoting Climate Action	48	70	42		\$31,450		

<i>Phase Three Subtotal</i>	118	194	113	325	\$83,100	\$61,875	\$144,975
Phase Four - Evaluation							
Summary of Public Engagement Results	6	6	4		\$3,200		
Survey of Engagement Participants	3	8	2		\$2,475		
Implementation Evaluation	6	8	5		\$3,750		
Project Assessment Report	8	8	6		\$4,400		
<i>Phase Four Subtotal</i>	23	30	17		\$13,825	--	\$13,825
<i>Project Total</i>							\$200,000

DELIVERABLES TABLE

	Performance Measure	Deliverable	Timeframe
1	<p>The project team will complete the Discovery phase.</p> <p>To be successful in this area, the project team will:</p> <ul style="list-style-type: none"> Organize launch meeting and establish internal communication systems (March 2021) Interview Just Transition subcommittee members (April 2021) Identify material review resources (April 2021) Interview stakeholders across the state (April 2021) Host a roundtable conversation with BIPOC leaders (April 2021) 	Audience Analysis Summary	March - April 2021
2	<p>The project team will complete the Plan Development and Web Audit phase.</p> <p>To be successful in this area, the project team will:</p> <ul style="list-style-type: none"> Draft a framework, tailored messages and engagement strategies stakeholder groups (May 2021) Test messaging with Just Transitions subcommittee and social media (May 2021) Outline campaign goals, target audiences, key messages for plan creation (June 2021) Complete website audit (June 2021) 	<p>Public Engagement Plan</p> <p>Web Audit Report</p>	May - June 2021
3	<p>The project team will complete the Plan Implementation phase.</p> <p>To be successful in this area, the project team will:</p> <ul style="list-style-type: none"> Produce content to support implementation of the Public Engagement Plan (Jun 2021) Create a content strategy and information architecture that supports the overall campaign messaging and strategy (July 2021) Kick off the public engagement process (July 2021) Create and field an online survey (Aug 2021) Set up an issue exploration, deliberation and voting tool (Aug 2021) Co-host up to 10 online dialogues (Sept 2021) Provide hands-on support to partner organizations (Oct 2021) Promote the draft Climate Action Plan and online survey (Nov 2021) Produce a short summary, press conference and public events (Dec 2021) Develop new content for the climate action dashboard and workshop toolkit (Jan-March 2022) 	<p>Collateral Toolkit</p> <p>Vermont Climate Change Website</p> <p>Public Launch</p> <p>Survey Summary</p> <p>Online Deliberation and Voting Summary</p> <p>Stakeholder Dialogue Input Summary (including partner event outcomes)</p> <p>Draft Plan Promotion</p> <p>Final Plan Promotion</p> <p>Implementation Support per the Public Engagement Plan</p>	<p>July 2021</p> <p>August 2021</p> <p>August 2021</p> <p>October 2021</p> <p>August 2021</p> <p>November 2021</p> <p>December 2021</p> <p>Jan-Feb 2022</p> <p>March 2022</p>
4	<p>The project team will complete the Evaluation phase.</p> <p>To be successful in this area, the project team will:</p> <ul style="list-style-type: none"> Track participation data across platforms (April 2021) Outline key concerns and priorities (April 2021) Field a follow-up survey (April 2021) Track implementation outcomes (April 2021) Meet with ANR, Climate Council representative and Just Transitions subcommittee (April 2021) 	<p>Evaluation Through the Process</p> <p>Public Engagement Participation Summary</p> <p>Participant Survey</p> <p>Project Assessment Report</p>	April 2022

