

VERMONT'S CLIMATE ACTION PLAN

PUBLIC ENGAGEMENT STRATEGY

Just Transitions Meeting

- July 15, 2021





PURPOSE

- Engage Vermonters in shaping the Climate Action Plan, including those under -represented in decision making and more at risk from climate change
- Identify opportunities for the public to be engaged in the process - early and often

METHODOLOGY



Meetings: ANR staff, Climate Council and subcommittees



Materials and research review: Polling, media trends and background reports



Roundtable discussions: BIPOC sector leaders and sector leaders session



Interviews: Broad range of stakeholder groups

STAKEHOLDER SEGMENTS

Abenaki Communities

Artists

AAP I community

BIPOC farm and land

Business

Community Development

Conservation/Environment

Construction

Dairy

Disability Rights

Ecology

Education

Energy

Environmental Communication

Environmental Justice

Environmental Law

Farmer Association

Forestry

Housing Advocacy

Hunters/Anglers

Indigenous community

Landowners

LGBTQIA+ community

Migrant farm workers

Mobile home communities

Motorized recreation

Outdoor workers

Public health

Racial Justice

Rural Outreach

Small Business

Youth

38 PARTICIPANTS

16 INTERVIEWS

Carey Crozier, NEK Collaborative
Deborah Lisi -Baker, Vermont Coalition for Disability Rights
Fred Wiseman, Wobanakik Heritage Center
Grace Oedel, NOFA
Jenna Evans, Ben & Jerry's
Jess LaPorte, Renew BIPOC Advisory Council
Kay Curtis, Tri -Park Board
Marita Canedo, Migrant Justice
Mary Ellen Franklin, Vermont Dairy Grazing Apprenticeship Program
Matt Breton, Vermont Fish & Wildlife Conservation Group
Morgan Nichols, Director
Paul Costello, VT Council on Rural Development
Shaina Kasper, Community Action Works
Steve Maier, Vermont's Free & Referral Clinics
Xusana Davis, State of Vermont
Mike Covey, Vermont Traditions Coalition

22 ROUNDTABLE PARTICIPANTS

Ana Mejia, ReLeaf
Bindu Pannikar, University of Vermont
Boebin Park, Vermont Law School
Colleen Goodridge, Goodridge Lumber
Don Stevens, Nulhegan Band of Coosuk Abenaki
Dr. Beth Sigmund, Vermont Climate and Health Alliance
Elaine Wang, Barre Town
Jameson Davis, Vermont Law School Graduate
Lisa Cline, Renewable Energy VT
Lisa Sausville, Vermont Coverts
Mariah Keagy, Vermont Energy Education Program
Matt Musgrave, Association of General Contractors
Mia Shultz, NAACP
Nina Ridhibhinyo, ECHO, Leahy Center for Lake Champlain
Rachel Wilson, Black Artists Collaborative
Rich Holschuch, Atowi
Sam Perron, North Woods Center
Sandrine Kibuey, CVOEO
Sung -Hee Chung, Craftsbury Public House
Taylor Small, Pride Center of VT
Vanessa Rule, 350 VT

FRAMING

Meet people where they are

Convey issue relevance not technical details

Position the need for action in the near term and future

Bridge from impacts to solutions

Illustrate the benefits of bold action



VERMONT THRIVES

1. Challenge

Climate Change is here affecting all Vermonters and the impacts are uneven. Hotter temperatures, more extreme storms are harming people, communities, and the environment. Some face more risks than others based on income, health, age, race, language and occupation.

2. Choice

We can come together to create a bold and equitable climate action plan. The State of Vermont is creating a plan to cut climate pollution and prepare for the impacts of a changing climate. Every Vermonter has a role to play by weighing in on the plan and taking action in their lives and communities.

3. Opportunity

A resilient, thriving and just future for Vermont. Vermonters want to take action to prepare for flooding and extreme weather, access to clean energy and low carbon jobs and to play a leadership role tackling the climate emergency. *Vermont Thrives* is the vehicle to get us there.

ENGAGEMENT

Co-explore risks and responses versus prescribing

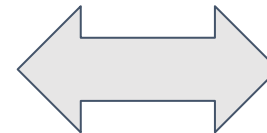
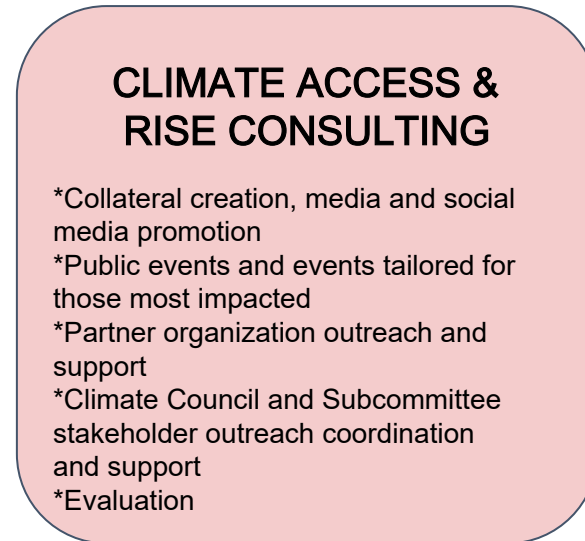
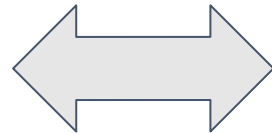
Respect and incorporate local concerns, knowledge, innovation

Partner with diverse communities and resource existing community leadership

Eliminate barriers to participation

Focus on equitable solutions that address community needs of those most impacted & deliver tangible benefits





PUBLIC ENGAGEMENT PREPARATION



SOCIAL MEDIA
CAMP AIGN



WEBSITE
STRATEGY



OUTREACH
MATERIALS

AUG

SEPT

PUBLIC ENGAGEMENT PREPARATION



SOCIAL MEDIA
CAMPAIGN

- Develop messages for key stakeholders
- Create copy for posts and stories
- Produce promotion strategy to target and connect with target audiences
- Set content calendar
- Promote content via partners and paid social media amplification

AUG

SEPT

PUBLIC ENGAGEMENT PREPARATION



WEBSITE
STRATEGY

- Create a content strategy with information architecture recommendations
- Produce copy based on the “ *Vermont Thrives* ” frame
- Phased approach with clear pathways for pre-launch public involvement

AUG

SEPT

PUBLIC ENGAGEMENT PREPARATION



OUTREACH
MATERIALS

- Short summaries/fact sheets
- Infographics
- Web banners
- Presentation decks
- Media materials
- Toolkits to support community events
 - Surveys
 - Posters
 - Event planning/dialogue guides
 - Promotional materials
- Translation of materials

AUG

SEPT

INITIAL CLIMATE ACTION PLAN

Public Engagement in Plan Development



SOCIAL MEDIA
CAMPAIGN



ONLINE SURVEY



STAKEHOLDER
EVENTS



PARTNER
SUPPORT



SUMMARY OF
FINDINGS

SEPT

OCT

INITIAL CLIMATE ACTION PLAN

Public Engagement in Plan Development



SOCIAL MEDIA
CAMPAIGN

- Implement social media strategy, including partner amplification

SEPT

OCT

INITIAL CLIMATE ACTION PLAN

Public Engagement in Plan Development



ONLINE SURVEY

- Create and field an online survey to gauge climate concerns and gain input on strategies to prioritize
- Host survey on the VT climate change website
- Promote via social media and partners
- Summarize findings

SEPT

OCT

INITIAL CLIMATE ACTION PLAN

Public Engagement in Plan Development



STAKEHOLDER
EVENTS

- Hold 2 online public focus groups + 1 BIPOC -centered online dialogue. Send out invitations via partner groups and Climate Council members
- Work with local leaders and subcommittee members to host 4 regionally distributed in-person peer-to-peer dialogue events to discuss climate risks of most concern and strategies to prioritize.
- Summarize dialogue findings

SEPT

OCT

INITIAL CLIMATE ACTION PLAN

Public Engagement in Plan Development



STAKEHOLDER
EVENTS

- Create a toolkit with materials for speaking at events
- Identify speaking opportunities for ANR, Climate Council and subcommittee members at association, organization and community events

SEPT

OCT

INITIAL CLIMATE ACTION PLAN

Public Engagement in Plan Development



PARTNER
SUPPORT

- Provide support to partner organizations hosting dialogue events for their networks, including:
 - Tailored toolkit materials
 - Event promotion materials
 - Forms for gathering feedback

SEPT

OCT

INITIAL CLIMATE ACTION PLAN

Public Engagement in Plan Development



SUMMARY OF FINDINGS

- Summary of public engagement data from survey, stakeholder events, and social media performance to outline key concerns and priorities
- Share findings with sub-committees

SEPT

OCT

INITIAL CLIMATE ACTION PLAN

Plan and Public Comment Promotion



INITIAL PLAN
LAUNCH



SOCIAL MEDIA
CAMP AIGN



WEBSITE
PROMOTION



DELIBERATION
PLATFORM



STAKEHOLDER
EVENTS



PARTNER
SUPPORT



EVALUATION
REPORT

DEC

JAN

FEB

MAR

INITIAL CLIMATE ACTION PLAN

Plan Release and Public Comment Promotion



INITIAL PLAN
LAUNCH

- Produce public -facing summary of the plan
- Draft press release and talking points
- Produce promotional materials for email and social media
- Provide partner groups with tools to support involvement

DEC

FEB

INITIAL CLIMATE ACTION PLAN

Plan Release and Public Comment Promotion



SOCIAL MEDIA
CAMPAIGN

- Implement social media strategy, including partner amplification

DEC

JAN

INITIAL CLIMATE ACTION PLAN

Plan Release and Public Comment Promotion



WEBSITE
PROMOTION

- Update website to align with Climate Action Plan strategies

DEC

JAN

INITIAL CLIMATE ACTION PLAN

Plan Release and Public Comment Promotion



DELIBERATION
PLATFORM

- Develop and release a deliberation and voting platform for community members to increase their understanding of, and respond to, the initial plan
- Weigh pros and cons of different strategies and vote on priorities
- Summarize response data

DEC

JAN

INITIAL CLIMATE ACTION PLAN

Plan Release and Public Comment Promotion



STAKEHOLDER
EVENTS

- Host 3 peer -to-peer dialogue events to gather feedback on the initial plan.

DEC

JAN

INITIAL CLIMATE ACTION PLAN

Plan Release and Public Comment Promotion



PARTNER
SUPPORT

- Provide support to partner organizations hosting dialogue events for their networks, including:
 - Tailored toolkit materials
 - Event promotion materials
 - Forms for gathering feedback

DEC

JAN

CLIMATE ACTION PLAN

Final Plan Release



FINAL PLAN
LAUNCH

- Support subcommittee members and partners with distribution
- Host press conference

FEB

CLIMATE ACTION PLAN Evaluation



EVALUATION REPORT

- Summary of public engagement data from deliberation platform, public and stakeholder events, and social media post performance to outline key concerns and priorities.
- Meetings with sub-committees to share findings.
- Produce a project assessment report with reflections on the process and recommendations for next steps

TIMELINE

