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

Roundtable discussions: BIPOC sector leaders and sector leaders session

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

Interviews: Broad range of stakeholder groups
STAKEHOLDER SEGMENTS

Abenaki Communities
Artists
AAPI 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
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. Vermont Thrives is the vehicle to get us there. 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.
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
**WHO**

**CONVERSATION PARTNERS/STAKEHOLDERS**
- *Email, social media, website amplification*
- *Hosting dialogues*
- *Inviting ANR and Climate Council/Subcommittee members to participate in existing conferences/gatherings*

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**CLIMATE COUNCIL & SUBCOMMITTEES**
- *Meeting with technical experts*
- *Social media/web/email amplification*
- *Speaking at stakeholder group events*
- *Hosting dialogues with own networks*

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**CLIMATE ACCESS & RISE CONSULTING**
- *Collateral creation, media and social media promotion*
- *Public events and events tailored for those most impacted*
- *Partner organization outreach and support*
- *Climate Council and Subcommittee stakeholder outreach coordination and support*
- *Evaluation*

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**AGENCY OF NATURAL RESOURCES**
- *Social media and email amplification*
- *Web site coordination and updating*
- *Speaking at community/association events*
PUBLIC ENGAGEMENT PREPARATION

SOCIAL MEDIA CAMPAIGN
WEBSITE STRATEGY
OUTREACH MATERIALS

AUG SEPT
PUBLIC ENGAGEMENT PREPARATION

- 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
PUBLIC ENGAGEMENT PREPARATION

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

WEBSITE STRATEGY

AUG ➔ SEPT
PUBLIC ENGAGEMENT PREPARATION

- 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
INITIAL CLIMATE ACTION PLAN
Public Engagement in Plan Development

- SOCIAL MEDIA CAMPAIGN
- ONLINE SURVEY
- STAKEHOLDER EVENTS
- PARTNER SUPPORT
- SUMMARY OF FINDINGS

SEPT ➤ OCT
PUBLIC ENGAGEMENT IN PLAN DEVELOPMENT

- Implement social media strategy, including partner amplification

SEPT OCT
INITIAL CLIMATE ACTION PLAN
Public Engagement in Plan Development

- 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

OCT \ SEPT
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.
INITIAL CLIMATE ACTION PLAN
Public Engagement in Plan Development

- 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
Provide support to partner organizations hosting dialogue events for their networks, including:

- Tailored toolkit materials
- Event promotion materials
- Forms for gathering feedback
Summary of public engagement data from survey, stakeholder events, and social media performance to outline key concerns and priorities.

Share findings with sub-committees.

INITIAL CLIMATE ACTION PLAN
Public Engagement in Plan Development

SUMMARY OF FINDINGS

SEPT OCT
INITIAL CLIMATE ACTION PLAN
Plan and Public Comment Promotion

INITIAL PLAN LAUNCH
SOCIAL MEDIA CAMPAIGN
WEBSITE PROMOTION
DELIBERATION PLATFORM
STAKEHOLDER EVENTS
PARTNER SUPPORT
EVALUATION REPORT

DEC JAN FEB MAR
INITIAL CLIMATE ACTION PLAN
Plan Release and Public Comment Promotion

- 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
 SOCIAL MEDIA CAMPAIGN

- Implement social media strategy, including partner amplification
INITIAL CLIMATE ACTION PLAN
Plan Release and Public Comment Promotion

• Update website to align with Climate Action Plan strategies
● 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
Host 3 peer-to-peer dialogue events to gather feedback on the initial plan.
INITIAL CLIMATE ACTION PLAN
Plan Release and Public Comment Promotion

- Provide support to partner organizations hosting dialogue events for their networks, including:
  - Tailored toolkit materials
  - Event promotion materials
  - Forms for gathering feedback
CLIMATE ACTION PLAN
Final Plan Release

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

FINAL PLAN LAUNCH
CLIMATE ACTION PLAN
Evaluation

- 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.
2021

AUG
Social media, website, outreach materials, survey

SEPT
Stakeholder events, partner support

OCT
Meet with Council and sub-committees to review findings

NOV
Initial plan launch and promotion

DEC
Stakeholder events, partner support

2022

JAN
Final plan promotion

FEB
Meet with Council and sub-committees to review findings

MAR
Evaluation

Deliberation and voting platform