

Appendix D

Public Engagement Strategy

I. Community Forum & Online Survey (Spring):

1) Forum Format: Hosted April 17 community forum (5:30-8PM @ SPSCC, 4220 6th Ave. SE, Lacey)

- Open House [30 mins]: Enabled people to get project literature, visit stations [See #2]
- Presentation [15 mins]: Welcome and brief project overview
- Presentation [20 mins]: Climate change impacts in Puget Sound/Thurston County
- Small-groups [85 mins]: Asked people to visit the tables, learn more about the climate impacts, ask questions, and fill out index cards with adaptation actions [See #2]

2) Forum Stations: Project staff facilitated five stations organized by theme: Flooding & Erosion; Plants & Animals; Transportation & Energy; Water Use & Drought; and, Wildfire & Extreme Heat.

- **Poster 1:** Each station had a thematic poster with a succinct description of 3-4 relevant climate risks and 3-4 general examples of actions we can take to improve our adaptive capacity.
- **Reference Materials:** Each station had a reference copy of the Vulnerability Assessment and a draft Action-Risk Report, so people could read more about specific risks and draft actions.
- **Index Cards:** Each station had a stack of cards pre-printed with two questions:
 - 1) What actions should individuals take to reduce the risk of (*_station theme_*) and prepare for and cope with its impacts? _____.
 - 2) What actions should the region's municipalities and/or other stakeholders take? _____.
- **Poster 2:** After people filled out their index cards, staff taped them on Poster 2 to be seen by all.
- **Survey:** Told people they could also offer action ideas via online survey thru May 8.

3) Forum Photos:

- Had small chalk boards written with the words: "A resilient community is _____." Asked attendees to finish the sentence. Took photo of attendees holding chalkboard.
- Took photos of the forum (presenters, audience, small-group discussions, etc.).

4) Online Survey: Created widget on the project webpage with a short survey to elicit adaptation ideas.

- Promoted the survey at the forum and via e-mail, TRPC website carousel, social media, etc.
- Hosted the survey during all of April and first week of May.

5) Next Steps: Reviewed and incorporated public input

- Transcribed and posted online the public comments received via the forum and survey.
- Drafted and revised actions based on community input and presented them to the Stakeholder Advisory Committee for evaluation and prioritization.

II. Project Marketing & Promotion (Spring-Fall):

1) Project website:

- Created video that describes project, promotes April public forum and project materials.
- Promoted project materials and meetings on TRPC homepage.

2) News Media:

- Wrote press release and sent to local media (The Olympian, Cooper Point Journal, Thurston Talk, Tenino Independent, Nisqually Valley News, South Sound Green Pages).
- Attended *The Olympian's* April 5 editorial board meeting to discuss the project and forum.

3) E-mail & Social Media:

- Created e-mails and project listserv to alert interested parties about plan materials and meetings.
- Promoted materials and meetings via TRPC's Facebook and Twitter feeds, Nextdoor, etc.

4) Print materials:

- Developed a 2-page project overview to hand out at meetings and other public events.
- Developed and posted eye-catching fliers to promote major public-engagement events (forum, Art of Change, etc.), and posted the flier at public buildings and other busy places.

4) In-person outreach: (2017)

- Engaged more than 20 community organizations. This included handing out and e-mailing project literature, hosting information tables, and giving presentations. The organizations included:
 - 1) South Thurston Economic Development Council;
 - 2) Nisqually River Council;
 - 3) Climate Shepherds;
 - 4) Thurston Thrives Climate & Clean Energy Workgroup;
 - 5) WSU Thurston County Agricultural Extension — forum on agriculture and climate change;
 - 6) Thurston Conservation District WRIA 13 workgroup;
 - 7) TRPC Technical Advisory Committee;
 - 8) TRPC Council;
 - 9) South Sound Climate Action Convention;
 - 10) The Olympian Editorial Board;
 - 11) Black Lake Audubon chapter;
 - 12) South Sound Sierra Club chapter;
 - 13) Thurston County Fire Chiefs Association;
 - 14) The Evergreen State College (TESC) — Indigenous Climate Justice Forum;
 - 15) TESC class — *Community Resilience: Social Equity and Environmental Issues*;
 - 16) Olympia Arts Walk;
 - 17) Northwest Climate Conference;
 - 18) Sustainability in Prisons Project — climate symposium at Stafford Creek Corrections Center;
 - 19) Olympians for People-Oriented Places.
 - 20) Thurston County Board of County Commissioners
 - 21) Thurston County Planning Commission

III. Plan Development & Outreach (Summer-Winter):

1) August 2017:

- Sent draft actions to community stakeholders (cities, county, tribes, fire agencies, etc.), elicited feedback, and revised actions as needed.
- Wrote draft plan text and incorporated edits recommended by project team

2) September 2017:

- Designed and printed draft plan
- Developed “Resilience Road” climate adaptation board game and poster for fall outreach [See IV]

3) October 2017:

- Posted draft plan online, elicited feedback from public via e-mail/social media/website, made changes as needed.
- Brought draft plan, board game and poster to “Art of Change” event (Oct. 6) [See V] and Northwest Climate Conference (Oct. 10) [See IV] to generate additional interest, input

4) November 2017:

- Incorporated changes, as needed, based on community input
- Presented climate risks and draft actions to Thurston County Planning Commission and Board of County Commissioners (Nov. 1)
- Wrote a story about the project in the 2017 *Main Street Journal* newsletter and presented at TRPC meeting (Dec. 1)
- Presented final draft of plan to project’s Stakeholder Advisory Committee (Nov. 29)

5) December 2017:

- Presented final draft of plan to TRPC council (Dec. 1)

6) January 2018:

- Sought TRPC council approval of plan via consent calendar (Jan. 5)

IV. Northwest Climate Conference Presentation (Fall)

1) Poster: The Northwest Climate Conference planning committee accepted TRPC’s proposal to present a project poster — and companion board game — at the annual climate conference, Oct. 10-11, in Tacoma.

- **Poster Title:** *(logo)* Thurston Climate Adaptation Plan: *(subtext)* A Climate Change Preparedness & Response Plan for Thurston County
- **Description:** TRPC’s poster featured an illustrated map of Thurston County and a winding road with the following eight project components (steps): Science Summary; Vulnerability Assessment; Risk Assessment; Public Engagement; Action Evaluation; Economic Analysis; Plan Development; Plan Implementation. Small text boxes described each component on the poster:
 - **Science Summary:**
 - Summarizes observed and projected climate change impacts at the global, national, and regional scales
 - Describes emissions scenarios and climate models used in this project’s vulnerability and risk assessments
 - **Vulnerability Assessment:**
 - Explains how South Puget Sound region’s climate has changed historically, how it is projected to change this century, and how such changes affect the vulnerability of human and natural systems
 - Describes how the region’s human health and welfare and built and natural “assets” (e.g., roads and rivers) are vulnerable to the collective impacts of natural hazards (e.g., wildfires, landslides, floods) and human-caused stressors (e.g., water pollution) exacerbated by climate change
 - **Risk Assessment:**
 - Uses a U.S. EPA methodology to evaluate how 85 risks identified in the vulnerability assessment affect the region’s ability to achieve the 12 project goals
 - Selects a strategy for each risk — either Take Action or Accept — based on the risk’s relative likelihood and consequence of occurrence
 - **Public Engagement:**
 - Uses face-to-face meetings, social media posts, online video, survey, board game, pop-up library, and other tools to educate the community about the plan and elicit input
 - **Action Evaluation:**
 - Drafts 90 actions — many with mitigation co-benefits — to respond to the region’s most severe climate risks
 - Prioritizes 25 actions using evaluation criteria (effectiveness, durability, equity, etc.)
 - **Economic Analysis:**
 - Performs benefit-cost analyses of representative plan actions, including protecting and expanding riparian buffers and incentivizing infill development in urban areas
 - Incorporates the value of local ecosystem services (e.g., forests, grasslands, and riparian shorelines) to produce “benefits” data that can be applied to a wide range of climate adaptation and mitigation actions and can aid decision-making efforts

- **Plan Development:**
 - Creates online climate “Resilience Toolkit” with resources for community climate preparedness, planning and education efforts
 - Incorporates “energy map” and “carbon wedge” analyses to show pathways to hitting regional greenhouse gas emissions targets (mitigation)
- **Plan Implementation:**
 - Seeks TRPC regional policymaker adoption of plan in early 2018
 - Encourages entire community — neighborhoods, municipalities, tribes, etc. — to take actions and track progress
- **Text box at the end of the road:** “Want to learn more about what you can do? Please read the plan or play the game.”

2) Reference Materials:

- A reference copy of the draft plan included the full list of actions and additional information about each component.
- A two-page handout provided a brief project overview, website, and contact information.

3) Board Game

- **Title:** *Resilience Road: A Game of Climate Change & Chance*
- **Overview:** TRPC brought to the NW climate conference and Arts Walk a playable version “*Resilience Road*,” a fun and educational board game that explores the *Thurston Climate Adaptation Plan’s* stressors, risks, and actions. Game Rules introductory text:

Storms, floods, droughts, wildfires ... We face these natural hazards today, and climate change stressors will worsen them tomorrow. Fortunately, we can prepare for and adjust to adverse climate impacts and become a more resilient region.

Grab a few friends and consider what steps — “adaptation” actions — you can take down Resilience Road. But be careful: You’ll be buffeted by rising seas and other setbacks.

Cooperation will be key to reaching the road’s end — Resilience Ridge — together. Good luck!
- **Game Goal:** Players reach the road’s end (“*Resilience Ridge*”) as close together as possible by taking actions from the *Thurston Climate Adaptation Plan* and working together: If a player surges ahead or falls behind, the player may give or receive a turn or card.
- **Game Design:**
 - **The Board:** The 22” x 34” game board is an illustrated map of Thurston County with a winding road of colorful footsteps, climate stressors, and familiar landmarks (*State Capitol Building, Mount Rainier, Deschutes Falls, etc.*)
 - **Roadway:** The board’s roadway features about 70 spaces, each space with 2 footsteps.
 - **Grants Pass:** The board includes one “Grants Pass” that links two spaces. If a player lands on this space, he/she may skip ahead to the space at the end of the mountain pass:

“Congrats: You’ve received a grant to work on climate actions of your choice!”
 - **Deschutes Falls:** The board includes one “Deschutes Falls” that links two spaces. If a player lands on this space, he/she must “fall” backward down the river to the end of the falls:

“Sorry: You’ve been swept downstream. Shake it off, and get back on your feet!”

- **The Draw Pile:**
 - The draw pile features 114 cards:
 - 90 action cards
 - 16 stressor cards
 - 8 eight wild cards
- **Game Rules:**
 - **Players & Turns:**
 - 1) Up to 5 people may play concurrently.
 - 2) Each player chooses a game pawn (*red, blue, green, yellow, black*) and lines up at “Start.”
 - 3) The player with the next birthday goes first, then players draw clockwise
 - 4) Each player takes a card from the draw pile during his/her turn.
 - **Cards:**
 - **Action Cards:** The draw pile includes 90 “Action” cards. Each card features:
 - Two or four colorful footsteps (*Priority Actions = 4 steps; Secondary Actions = 2 steps*) and the corresponding text of one of the plan’s 90 adaptation actions (simplified actions from the *Thurston Climate Adaptation Plan*) within 6 thematic categories:
 - General (**Gold**)
 - Drought & Water Quality (**Navy**)
 - Flood & Erosion (**Teal**)
 - Plants & Animals (**Green**)
 - Transportation & Energy (**Orange**)
 - Wildfire & Extreme Heat (**Red**)
 - Players should keep track of their drawn cards, so they can be played to exit a stressor spot.
 - **Stressor Cards:** The draw pile includes 16 climate “Stressor” cards. Such stressors pose climate risks to that threaten the region: *For example, the stressor “Intensifying Precipitation” will raise flood and erosion risks; we can take actions — such as restoring and protecting riparian vegetation along shorelines (Action F-01) — to respond to such risks.*
 - A player who draws a stressor card must keep his/her pawn in place. On the player’s next turn, he/she may play an action card or wildcard to move again.
 - If the player lacks an appropriate card to play, another player may give him/her such a card during the turn.
 - When playing a card, the player should read it aloud and then place it at the bottom of the draw pile.
 - The objective of this is two-fold: All players must consider how to cooperate and learn about the links between climate stressors, risks, and actions.
 - **Wild Cards:** The draw pile also includes 8 “Wild” cards that a player may use if no suitable action has been drawn to respond to a stressor:
 - Wild Card Text: *“Stuck? Well, you’re in luck. ... Please create an adaptation action for a climate stressor of your choosing.”*

Concept:

- **An All-ages Approach:**
 - TRPC designed the game so it could be played by adults and children anywhere. The rules and board are simple. The illustrations are fun and engaging. The game is fun: Cards require players to make connections between real climate risks and actions, create their own actions (via wild cards), and cooperate with each other.
- **A Replicable Approach:**
 - The actions on the cards are simplified versions of real *Thurston Climate Adaptation Plan* actions, which are often more detailed and technical.
 - TRPC will make this game available for other communities, so they could replicate actions and educate residents.

V. Art of Change outreach event (Fall)

1) Overview: The Thurston Regional Planning Council, City of Olympia, Timberland Regional Library (TRL), Puget Sound Estuarium, and local artist Carrie Ziegler collaborated on a climate change public-engagement project, “Art of Change,” which combined art, science, policy, and literacy.

2) Details: The partners hosted the Art of Change climate information station during the first night of fall Arts Walk (Oct. 6) at the Puget Sound Estuarium (309 State Ave. NE), which featured a new mural representing plankton (which are affected by ocean acidification). Project partners included: Michael Burnham, TRPC; Andy Haub, City of Olympia; Sara Pete, TRL; Carrie Ziegler, local artist; and Taisha McFall, Estuarium.

- The Art of Change information station included the following:
- Ziegler, the mural’s artist, was on hand to discuss the mural and her nascent “Climate Action Through Art” project.
 - A “pop-up” library hosted by a TRL librarian:
 - TRPC developed a pamphlet that features links to TRL’s climate literacy materials: videos, books, periodicals, online courses, etc.
 - Arts Walk participants who stopped by the pop-up library could sign up for a library card on site, grab a pamphlet, browse/check out TRL climate resources.
 - Information tables hosted by TRPC and City of Olympia staff:
 - Arts Walk participants who visited the tables could learn about planned and ongoing climate work by local governments, including TRPC’s regional climate adaptation plan and Olympia’s sea-level rise management strategy.
- In addition to designing and printing the pamphlet noted above, TRPC developed a *Resilience Toolkit* brochure: This six-page handout included information about climate change books, films, and educational courses available through the Timberland Regional Library, as well as information about community climate planning, preparedness, and art resources. Additional information is available via the online version of the *Resilience Toolkit*, www.trpc.org/climate/resiliencetoolkit.
 - The information station also included posters, reports and other materials (e.g. TRPC’s “*Resilience Road*” adaptation board game). Main poster wording: *Art of Change: A climate action, art and information station*

