

DRAFT

## Public Engagement Strategy

Thurston Regional Planning Council Climate Mitigation Plan

TASK 2.2 DELIVERABLE: DRAFT | June 17, 2019

## Table of Contents

Table of Contents .....	2
Public Engagement Strategy .....	3
Engagement Goals and Objectives.....	4
Priority Audiences .....	5
Organizations affected by implementation of Plan actions.....	5
Communities most vulnerable to climate impacts.....	5
Other hard-to-reach populations .....	6
Engagement Approaches.....	7
Key Questions and Messages for Priority Audiences .....	11
Questions and key messages for all priority audiences .....	11
Questions and key messages for organizations affected by implementation of Plan actions.....	13
Questions and key messages for communities most vulnerable to climate impacts.....	13
Questions and key messages for other hard-to-reach populations .....	13
Public Engagement Timeline Overview.....	14
Climate Mitigation Plan Development .....	15
Appendix A: Summer Fairs and Festivals Schedule .....	17
Tier 1. Priority fairs/festivals to attend .....	17
Tier 2. Fairs/festivals to attend if possible .....	17
Proposed materials .....	17
Appendix B. Summary of Public Engagement Strategy .....	18

## Public Engagement Strategy

The benefits and costs of climate mitigation will affect everyone in Thurston County. A holistic, equitable, and thorough approach to public engagement is needed to solicit public input on potential mitigation actions and optimize alignment of actions with community priorities.

The Thurston Climate Mitigation Plan (TCMP or Plan) is a continuation of the efforts of the Thurston Regional Planning Council and member jurisdictions—the cities of Lacey, Olympia, and Tumwater as well as Thurston County—to prepare for and reduce the impacts of climate change on residents, businesses, government operations, and the region’s lands and waters. The Plan is intended to include actions at multiple levels—from actions that individual citizens can take to actions that all member jurisdictions undertake—that will help solidify the climate partnership, consider social justice and equity, and make measurable progress towards goals.

This Public Engagement Strategy (PES) provides a framework for engaging communities across Thurston County in support of Plan development and implementation. It includes the following elements, detailed in the sections that follow:

- ▶ Public engagement goals.
- ▶ Priority audiences to engage.
- ▶ Methods to engage key audiences.
- ▶ A schedule and process for engagement, review of findings, and coordination.
- ▶ The responsibilities of the consultant team, TRPC staff, Steering Committee, and Climate Advisory Workgroup (CAW) during engagement.

## Engagement Goals and Objectives

Consistent with the overall Plan goals, this PES is designed to solicit input on potential actions and optimize alignment of those actions with community priorities. Our engagement efforts have three high-level goals and supporting objectives, listed in the table below.

<b>Goal A</b>	<b>Lay the groundwork for continued community engagement on climate action.</b> Objective: Deliver honest and consistent messaging to the public. Objective: Build relationships with trusted community liaisons to help reach hard-to-reach populations such as communities of color, low-income communities, rural communities, and military families. Objective: Provide a range of engagement options to suit different lifestyles, availability, and ways of processing information.
<b>Goal B</b>	<b>Promote alignment between community and government climate priorities, while recognizing the separate roles, responsibilities, and interests of individuals and organizations.</b> Objective: Solicit meaningful input from a diverse and representative set of partners and stakeholders. Objective: Capture areas of convergence and divergence regarding climate action priorities in Thurston County, including gaps and unmet needs, where applicable.
<b>Goal C</b>	<b>Build public support for climate action across Thurston County.</b> Objective: Develop broad awareness of anticipated climate impacts in Thurston County and efforts to address them, including the co-benefits of action and the costs of inaction. Objective: Meet participants where they are, with respect for their involvement in climate change action and their different needs, wants, and priorities regarding climate mitigation. Objective: Clearly describe the focus and boundaries of the Plan, how the Plan is to be used, and the role that public input and informed decision making will play in Plan implementation.

## Priority Audiences

To ensure the Plan captures the perspectives of those who will be affected by Plan implementation and those likely to be most affected by climate change, we will engage a diversity of individuals and organizations across the county. We have categorized the priority audiences into three groups, listed here and described in more detail below:

- ▶ Organizations affected by implementation of Plan actions
- ▶ Communities most vulnerable to climate impacts
- ▶ Other hard-to-reach populations

Individuals and organizations within these groups will vary in their understanding of climate change and climate impacts, and their level of support for climate action. Our approach is designed to fairly and fully engage the public across these spectra. Please see Appendix B for a summary of priority audiences and engagement methods for each.

### Organizations affected by implementation of Plan actions

This group of stakeholders includes non-governmental entities that may be asked to implement or support implementation of Plan actions. It also includes organizations that may be affected by Plan implementation (i.e., may experience new benefits or costs). There is some overlap with the Climate Advisory Workgroup membership:

- **Renewable energy companies** and those who support them to install and maintain renewable energy may be required or encouraged to implement certain Plan actions.
- **Construction companies or contractors** who build new or retrofit existing buildings and homes may be required or encouraged to implement Plan actions.
- **Farmers and ranchers** may implement actions that store more carbon on the landscape. They may also be among the first who need to adapt to climate impacts.
- **NGOs with land management responsibilities** such as The Nature Conservancy may implement actions that improve land carbon storage or management of fertilizers, manure, etc.

*Note: Engagement with tribal government and staff is not included here, as tribes are not considered stakeholders because they are sovereign nations and co-managers of natural resources with Washington state. Tribal staff are engaged through the Climate Advisory Workgroup and through existing relationships with community groups and governments involved in this project. Both the Nisqually Indian Tribe and Confederated Tribes of the Chehalis Reservation are members of the Thurston Regional Planning Council.*

### Communities most vulnerable to climate impacts

Communities most vulnerable to climate impacts include those who face disproportionate health, economic, social, and cultural impacts from climate change. This priority audience also includes the organizations that serve these communities.

- **Low-income communities** and **communities of color** are disproportionately likely to 1) live in higher-pollution areas, 2) live in homes without adequate cooling or public transportation access, 3) be susceptible to environmentally-related health conditions such as asthma, 4) and face systemic barriers to engaging in public processes and receiving public services. Additional environmental stressors like climate change exacerbate these conditions.
- **Rural communities** tend to receive fewer public services than their urban counterparts and have less access to support such as cooling centers. They also face time and distance barriers to attend public events, and digital barriers to engagement such as slow or no internet.
- **Those who live and work outside** such as people experiencing homelessness, construction workers, landscapers, farmers, and ranchers. Relevant organizations for reaching this group include the Food Bank, Farmers Market, farming cooperatives, and unions.

#### Other hard-to-reach populations

Other hard-to-reach populations includes military families and middle-income families (especially those with children). These communities tend to engage less due to factors like time constraints and a lack of familiarity with the community.

- **Military families** may struggle to feel a part of a new community, even if they are expected to stay for several years, and therefore engage less in planning efforts like these.
- **Middle-income families, especially those with children**, often lack the time to engage in planning efforts like these.

## Engagement Approaches

To ensure a robust engagement process that is tailored to diverse needs and interests across the county, our approach includes both **broad-brush** and **targeted engagement**. This approach strategically engages priority audiences around areas of interest, potential impact, geography, and key project milestones to meaningfully inform the selection of mitigation actions in the Plan.

Since Phase 1 of this process (target setting) included relatively little engagement, this design focuses first on **building awareness/interest in the process and identifying the priorities/ concerns of priority audiences**. Our approach for this first focus is attendance at **summer fairs/festivals and targeted engagement** in coordination with community liaisons. An **engagement toolkit** will be available to support targeted engagement and throughout the process. **Email communications** and a **webpage** will also support ongoing communications and will be managed by TRPC staff.

Once awareness and interest are built, the broader public is more likely to engage and broader engagement methods such as a **widely distributed survey and open houses** will be used. This engagement approach also positions priority audiences to meaningfully engage in determining and prioritizing the list of actions, which increases the likelihood they will participate in the later stages of the process. Our approach only asks for broader input when a solid, prioritized list of draft actions (in the form of a draft Plan) are ready for review. This approach recognizes that open houses are most effective (i.e., highest attendance, most representative of population) when engagement and interested are already in place.

Descriptions of these approaches is provided below. **Appendix B. Summary of Public Engagement Strategy** links these approaches with priority audiences. **Table 1. Potential engagement metrics** offers potential measures to track engagement performance. **Table 2. Distribution of engagement budget across approaches** describes how the public engagement budget will be spent and key assumptions about roles and responsibilities of TRPC staff, the Steering Committee, CAW, and engagement/consultant team.

### Ongoing, existing engagement approaches

- ▶ **Steering Committee** will review and approve the PES; provide guidance to identify key community liaisons, summer fairs/festivals to attend, and good locations for open houses; and, connect the consultant team to community liaisons, as appropriate. As stated in the scope of work for the overall planning effort, jurisdiction staff may assist with engagement by staffing fair/festival booths and open houses, and using the engagement toolkit at public events they are already attending for work.
- ▶ **Climate Advisory Workgroup** will review and provide input on the PES. They will also provide guidance to identify key community liaisons, summer fairs/festivals to attend, and good locations for open houses, as well as connect the consultant team to community liaisons as appropriate. CAW members may also use the engagement toolkit to gather input at events they are already attending for work or in their role as a CAW member.

### Ongoing, new engagement approaches

- ▶ **Engagement toolkit** with a factsheet on the planning process and ways to engage, talking points for those using the toolkit, easy-to-use methods to gather input (e.g., digital questionnaire), and instructions about what to do with the input gathered. Member jurisdiction staff, CAW members,

#### Commented [PT1]:

This approach relies on connections from TRPC, the Steering Committee, and the Workgroup and on the follow-through of individual members to staff booths, use the toolkit, etc. Do you think this is a viable approach?

and community volunteers could use this toolkit to leverage already-planned public events or engagement, effectively broadening the scope of outreach to include events people are attending for related reasons. This toolkit could be especially effective at reaching rural communities and others unlikely to come to an in-person event or take a survey such as low- and middle-income families. It could make use of materials that would also be used at fairs/festivals, be prepared early in the process for immediate use, and be used throughout the process.

- ▶ **Climate change webpage** to provide up-to-date information on the Plan status and development, including upcoming engagement opportunities and documents available for review and comment.
- ▶ **Email communications**, managed by TRPC staff and member jurisdictions, to manage and coordinate response to project-related inquiries, distribute and manage invitations to events, draft and send listservs, coordinate review of project materials, etc.

#### Initial engagement approaches

- ▶ **Fairs and festivals** will take place primarily in summer and early fall of 2019 and will be used to raise awareness about the planning effort and ways to engage going forward. See Appendix A for a list of fairs and festivals TRPC staff and the consultant team will work together to support; the consultant team may attend 1-2 fairs/festivals if time and budget allow.
- ▶ **Coordination with community liaisons** who can provide recommendations on how best to engage the most impacted populations and hard-to-reach populations. Much of this liaising would occur early in the process (summer-fall 2019), so these priority audiences are able to shape the list of actions prior to multi-criteria analysis and action prioritization. We would rely on the Steering Committee and CAW to identify and connect the engagement team with community liaisons.
- ▶ **Ad-hoc interviews and briefings** to gather input from experts, community liaisons, and other practitioners and to vet or review components of the planning process and Plan development. These methods can also be used to engage key individuals or organizations who could not otherwise participate in the process. If appropriate, a digital questionnaire with 3-5 questions could be used to gather responses on climate action priorities, areas of greatest concern, and areas of greatest opportunity. This would provide a mechanism for comparing across priority audiences while also gathering information unique to particular audiences. If used, this questionnaire should take no more than 5-7 minutes to complete to allow most of the time to be spent in conversation. We assume that most interviews would be phone calls and the consultant team does not attend most briefings. Instead, community liaisons would report back and could use the engagement toolkit if desired.

#### Subsequent, broader engagement approaches

- ▶ **Online survey** to solicit input on draft actions, following completion of the multi-criteria analysis. This could be timed to inform the open house content and/or to provide a digital engagement opportunity for those who cannot attend the open houses in person. If the latter, we encourage the online survey to include as much of the open house content as possible, to bring greater parity to the in-person and digital engagement methods.
- ▶ **Open houses** toward the end of the process, to gather input on the draft Plan. Two open houses are recommended within a 2-3 week window. These should take place in two locations that together will reach the broadest sub-set of Thurston County residents. If possible, at least one should be held partly during normal business hours so that those who work evenings can attend.



**Table 1. Potential engagement metrics.**

*\*Overall metrics can be tracked for most methods, added up periodically to adapt engagement tactics, and added up at the end of the process to provide a big picture of engagement performance.*

Engagement Approach	Potential metrics
<b>Overall metrics*</b>	<ul style="list-style-type: none"> <li>• Geographic parity – were the four jurisdictions equitably reached?</li> <li>• Population parity – do those reached reflect the demographics of Thurston County?</li> <li>• # comments on draft Plan</li> <li>• Type and diversity of comments on draft Plan – this can provide a sense of which perspectives have been engaged.</li> </ul>
Fairs/festivals	<ul style="list-style-type: none"> <li>• # interactions at booth</li> <li>• # fairs/festivals attended</li> </ul>
Coordination with community liaisons	<ul style="list-style-type: none"> <li>• Do liaisons collectively reach priority audiences?</li> <li>• Rate of scheduling interviews, briefings, or other engagement with priority audiences</li> <li>• Level of specificity of input gathered</li> </ul>
Ad-hoc interviews and briefings	<ul style="list-style-type: none"> <li>• # attended</li> <li>• Specific groups reached and how they compare to priority audiences</li> <li>• Level of specificity of input gathered</li> <li>• Level of follow-on engagement from attendees (would need to set up tracking for this)</li> </ul>
Online survey	<ul style="list-style-type: none"> <li>• Inclusiveness and broadness of advertising to request input</li> <li>• # respondents</li> <li>• # sign-ups to list serv from survey page (if this is set up and trackable)</li> </ul>
Open houses	<ul style="list-style-type: none"> <li>• # attendees</li> <li>• # interactions (i.e., # people commenting on materials and # substantive conversations with attendees had by event staff)</li> <li>• Inclusiveness and broadness of advertising for events</li> <li>• Level of specificity of input gathered</li> </ul>
Engagement toolkit	<ul style="list-style-type: none"> <li>• Rate of use at events they're taken to</li> <li>• Cost of preparation vs. rate of use at events they're taken to</li> <li>• # flyers taken</li> <li>• # list serv sign-ups from toolkit (if this is set up and trackable)</li> <li>• Level of specificity of input gathered</li> <li>• Level of follow-on engagement from attendees (would need to set up tracking for this)</li> </ul>
Webpage	<ul style="list-style-type: none"> <li>• # visitors (new and repeat)</li> <li>• Time spent on page</li> <li>• # click-throughs on materials</li> <li>• # list serv sign-ups (if this is set up and trackable)</li> <li>• # emails sent from page (if this is set up and trackable)</li> </ul>

**Commented [PT2]:** Do you already track any of this information or other information on engagement? We'd like to support metrics you are already tracking and identify the smallest list of additional metrics that will effectively measure engagement performance.

Engagement Approach	Potential metrics
Email communications	<ul style="list-style-type: none"> <li># emails</li> <li># new and repeat emailers</li> <li>Responsiveness to email (e.g., response within 72 hours)</li> <li>Level of follow-on engagement (e.g., do they take survey, or attend briefing or open house?)</li> </ul>

Table 2. Distribution of engagement budget across approaches.

Engagement Approach	Frequency	Budget
Steering Committee & Climate Advisory Workgroup	<i>Covered under separate task.</i>	<i>N/A</i>
Fairs/festivals	Up to 12. <i>Assumes consultant team provides training for staff to do the outreach. May attend 1-2 if time/budget allows.</i>	\$2,000
Coordination with community liaisons	Weekly to bi-weekly in early stages, then tapering off.	\$5,000
Ad-hoc interviews and briefings	Up to 20. <i>Assumes most interviews are over the phone and consultant team does not attend most briefings. Most occur early in process, but some are reserved for input on draft Plan.</i>	\$3,000
Online survey	1	\$2,000
Open houses	2	\$17,500
Engagement toolkit	1 <i>Assumes fair/festival materials can be used and/or slightly modified for toolkit.</i>	\$1,500
Webpage	<i>Managed by TRPC. Consultant may provide occasional language.</i>	<i>Negligible</i>
Email communications	<i>Managed by TRPC. Consultant may provide occasional input on responses.</i>	<i>Negligible</i>
	<b>Total</b>	\$31,000

**Commented [PT3]:**

This approach relies on connections from TRPC, the Steering Committee, and the Workgroup and on the follow-through of individual members to staff booths, use the toolkit, etc.

## Key Questions and Messages for Priority Audiences

Priority audiences will be asked a common set of questions and hear some common key messages about the Plan. There are also a few, distinct questions for individual priority audiences. These are described in more detail below.

### Questions and key talking points for all priority audiences

Where appropriate, key messages to respond to questions are included below with the question they address.

#### Which climate impacts do you think will impact you (or are impacting you) most?

- ▶ For example, residents and organizations we speak with may list extreme heat and wildfire.

**Thurston County and the cities of Lacey, Olympia, and Tumwater are identifying how they will work together to reduce the county's carbon footprint. They are considering actions to such as making public transit faster and more affordable, lower-carbon building materials for new construction, and energy-saving rebates and incentives for homeowners and renters. Which of these would be most helpful for limiting the impacts you expect? Why?**

- ▶ For example, residents and organizations may request energy-saving rebates and incentives, air conditioning, or more money for local fire departments.

#### Why should I participate in the Thurston County Mitigation Plan development process?

- ▶ This is your opportunity to tell us your priorities and concerns when it comes to practices and policies related to climate change that will reduce the county's climate footprint.
- ▶ This is also an opportunity to highlight and bring together, in one place, a compendium of actions and progress that you, your City, your County, and your community have made related to climate mitigation.
- ▶ The County and the cities of Olympia, Lacey, and Tumwater have limited resources and many competing demands. In guiding future funding priorities, we want to be as responsive as possible to individual and community shared priorities and needs.
- ▶ This Plan will lead directly to projects and money spent on the ground. It is not just a guidance document; by participating, you have an influence on public spending and project implementation.
- ▶ The Plan helps build a more resilient Thurston County for our residents, businesses, and visitors. Many of the actions being considered have benefits beyond climate mitigation. For example, providing faster and more reliable public transit can make getting around easier and more enjoyable; rebates and incentives to reduce your household's energy consumption reduce energy bills as well as greenhouse gas emissions.

#### Why is the Plan being developed now?

- ▶ Greenhouse gas emissions from transportation, energy use, land use change, and other sources are changing our climate in ways that could put the community at risk. Projected changes in temperature, snowpack, severe storms, sea level rise, and wildfire risk could threaten County and City infrastructure, natural resources, and public health. By taking action to reduce emissions and store more carbon, the County and cities will help protect the health and well-being of their residents and economies.
- ▶ The County, three cities, and community have taken action to be more sustainable for many years, including setting greenhouse gas emissions reductions targets and a climate adaptation plan. To optimize the use of resources and funds moving forward, we need a companion effort to reduce emissions and store carbon.

**Commented [PT4]:** These examples can change. Do you want these to change for now? We don't want to get ahead of the actions process but have heard that transportation and buildings are two focus areas.

- ▶ The Plan can build on recent comprehensive greenhouse gas inventories of community and government operations. These inventories provide a clear baseline for identifying priorities and tracking progress toward reducing emissions.
- ▶ The Plan will build on past efforts to establish a clear road map of priority actions and projects to be completed in the short- and long-term, and will help direct on-the-ground project implementation funding.

#### How will my input be used?

- ▶ Community input will be considered, along with input from the TRPC Steering Committee and Climate Advisory Workgroup and careful evaluation of potential actions against agreed-upon metrics such as cost, effectiveness, and feasibility, to help identify recommendations for priority actions. Specifically, your input will be analyzed and considered in devising the Plan priorities and list of prioritized actions.
- ▶ In our engagement process, we are prioritizing organizations likely to be affected by implementation of Plan actions, those who are most vulnerable to climate impacts, and other hard-to-reach populations who typically do not engage in planning processes. This approach prioritizes those most directly affected by climate change to ensure their priorities, concerns, and needs are addressed in the Thurston County Mitigation Plan as well as those who face the greatest barriers to engagement to try to achieve representative engagement across the County. This approach also includes broad engagement methods that will reach those already engaged in climate efforts or government planning processes more generally, recognizing that those who commonly or easily engage will engage in this process if they wish.
- ▶ This Plan marks the beginning of an ongoing, iterative process that will evolve and grow over time. Actions or issues that cannot be addressed through this Plan will be listed as suggested actions suitable or complementary to other projects, programs or services as deemed appropriate.

#### What is climate mitigation?

- ▶ Climate mitigation refers to actions that take heat-trapping greenhouse gases like carbon dioxide out of the atmosphere and/or prevent greenhouse gases from entering the atmosphere in the first place.
- ▶ Even with sharp reductions in greenhouse gas emissions and sharp increases in carbon storage, we will still experience the impacts of climate change. It takes time for the global climate to adjust and until it does, climate adaptation will be used to prepare for and bounce back from these unavoidable climate change impacts.
- ▶ Together, climate mitigation and climate adaptation help reduce our climate risks now and in the future.

#### Why does the Plan focus only on mitigation?

- ▶ Carbon reduction targets and an adaptation plan have already been prepared and approved for implementation by Thurston County and the cities of Lacey, Olympia, and Tumwater.
- ▶ The carbon reduction target is 45% below 2015 levels by 2030 and 85% below 2015 levels by 2050.
- ▶ The adaptation plan covers 91 adaptation actions, including 25 priority actions, to prepare for drought, water quality issues, flood, erosion, wildfire, and extreme heat, to sustain healthy plants and animals, and to support a resilient, lower-carbon transportation and energy infrastructure.
- ▶ You can learn more at [www.trpc.org/908/Climate-Change](http://www.trpc.org/908/Climate-Change).

#### Why is money being spent on climate change when we have so many other, more pressing issues to address?

- ▶ Climate change exacerbates challenges we already face like affordable housing, adequate access to quality public health, and increasing traffic and commute times.

- ▶ By considering climate change as we work to solve these other problems, we are more efficient with our limited resources. For example, investing in environmentally conscious building materials and energy-saving retrofits not only keeps greenhouse gases out of the air but reduces energy bills. Ensuring common community gathering spaces have air conditioning means our emergency rooms will face fewer cases of heat-related illness and injury. And making our public transit fast, affordable, and reliable will reduce the number of cars on the road along with the emissions from gasoline and diesel.
- ▶ Since climate change is a relatively new challenge, we need to catch up to make sure we are properly preparing for the risks it brings. We took a similar approach when [insert similar example from County or City past].

**Commented [PT5]:** Can you think of a similar example when the County or a member city was proactive about an upcoming risk? Maybe something related to flooding, volcanic eruptions, or earthquakes?

#### Questions and key messages for organizations affected by implementation of Plan actions

In addition to the questions and key messages for all audiences, the following questions pertain specifically to this priority audience:

- ▶ What are you already doing that supports climate mitigation?

#### Questions and key messages for communities most vulnerable to climate impacts

In addition to the questions and key messages for all audiences, the following questions pertain specifically to this priority audience:

- ▶ Some common effects of climate change that are already being felt are needing more air conditioning due to hotter summers, more frequent flooding, and more smoke from wildfires. Are you experiencing any of these already?
- ▶ What actions are you taking to respond?
- ▶ How would you ideally respond and what is preventing you from doing that?

#### Questions and key messages for other hard-to-reach populations

In addition to the questions and key messages for all audiences, the following questions pertain specifically to this priority audience:

- ▶ Some common strategies to help reduce greenhouse gas emissions are to drive less (especially driving alone) and combine trips, eat less meat and dairy, waste less food, buy second-hand, and use energy- and water-saving appliances, light bulbs, etc. Are you already using any of these? Would you like to, and why?
- ▶ What would make it easier to be more sustainable in your day-to-day life, besides more time?
- ▶ Is there anything you wish the County or City did with regard to sustainability or reducing greenhouse gas emissions?

**Commented [PT6]:** These are a little out of scope but they're intended to identify what would be easy to fit into peoples' lives that has the climate mitigation co-benefit. Otherwise, it's unlikely they'll do it or take advantage of government programs/incentives to support it.

**Public Engagement Timeline Overview**

Key engagement milestones include:

- ▶ **Summer/fall 2019:** Fairs/festivals, interviews, and briefings to gather input on Plan priorities, list of actions, and criteria for action selection.
- ▶ **Fall/winter 2019-2020:** Incorporate first round of public input into action development, multi-criteria analysis, and draft Plan document.
- ▶ **Late March/early April 2020:** Online survey and open houses to gather input on draft Plan. Potentially, a few interviews or briefings.
- ▶ **April/May 2020:** Incorporate second round of public input to revise draft Plan.

[placeholder for visual of proposed engagement timeline, including committee and workgroup meetings, and relationship to other key project milestones (e.g., draft and final planning document)]

**Commented [PT7]:** We left the visual a placeholder and plan to add a simplified version of the Gantt chart Andrea is preparing. We could delete the table once that visual is in, if you like. Note that some of the meetings would be a light touch for PES and don't necessarily need a PES update (i.e., it could be covered in another meeting or via email if appropriate).

Engagement Input or Decision	Committee or Workgroup Timing
<ul style="list-style-type: none"> <li>• Approve PES.</li> <li>• Confirm future PES approval points and role of Workgroup (i.e., can they be responsible for guidance on details of PES implementation?).</li> <li>• Provide community liaison connections and fair/festival recommendations.</li> <li>• Confirm who is interested in having and using an engagement toolkit.</li> </ul>	<ul style="list-style-type: none"> <li>• Steering Committee Meeting #5 (June 26)</li> </ul>
<ul style="list-style-type: none"> <li>• Red flags and input on PES.</li> <li>• Provide community liaison connections and fair/festival recommendations.</li> <li>• Confirm who is interested in having and using an engagement toolkit.</li> </ul>	<ul style="list-style-type: none"> <li>• Email to CAW (first two bullets; input needed by early July in order to be prepared for fairs/festivals)</li> <li>• CAW #3 (third bullet)</li> </ul>
<ul style="list-style-type: none"> <li>• Hear about priorities emerging from fairs/festivals, interviews, and briefings to date.</li> <li>• Hear about types of actions emerging from interviews and briefings to date.</li> <li>• Input on proposed changes to engagement tactics. Approval of significant changes (Steering Committee only).</li> </ul>	<ul style="list-style-type: none"> <li>• Steering Committee Meeting #6 (August 19 or 26)</li> <li>• CAW focus groups, if appropriate (Aug/Sept)</li> </ul>
<ul style="list-style-type: none"> <li>• Hear about results of initial engagement in summer, including how engagement informed list of actions and selection of action evaluation criteria.</li> <li>• Provide input on possible survey topics and open house locations.</li> </ul>	<ul style="list-style-type: none"> <li>• Steering Committee Meeting #7 (October)</li> <li>• CAW #4 (October)</li> </ul>
<ul style="list-style-type: none"> <li>• Provide input on open house plan and any open house planning questions that have come up.</li> </ul>	<ul style="list-style-type: none"> <li>• CAW #5 (November)</li> </ul>

Engagement Input or Decision	Committee or Workgroup Timing
<ul style="list-style-type: none"> <li>Review and approve open house plan, draft survey questions, and survey distribution plan (approval from Steering Committee only).</li> </ul>	<ul style="list-style-type: none"> <li>Steering Committee Meeting #8 (January)</li> <li>CAW #6 (January)</li> </ul>
<ul style="list-style-type: none"> <li>Review and approve key open house materials (approval from Steering Committee only).</li> <li>Confirm who will staff open houses.</li> <li>Provide input on any changes to survey or open house timeline and details.</li> </ul>	<ul style="list-style-type: none"> <li>Steering Committee Meeting #9 (February)</li> <li>CAW #7 (February)</li> </ul>
<ul style="list-style-type: none"> <li>Hear update on open house planning and survey.</li> </ul>	<ul style="list-style-type: none"> <li>Steering Committee Meeting #10 (March)</li> <li>CAW #8 (March)</li> </ul>
<ul style="list-style-type: none"> <li>Staff open houses</li> </ul>	<ul style="list-style-type: none"> <li>Some members of Steering Committee and CAW (late March/early April)</li> </ul>

### Climate Mitigation Plan Development

Input from the public engagement process will be used to develop and refine the Plan using the following steps:

- 1. Develop list of actions and criteria for action evaluation with input from priority audiences:** Results from briefings and interviews with priority audiences will be provided to the technical team for use in developing a list of actions that reflects the priorities, needs, and concerns of priority audiences and aligns with overall Plan objectives. To the extent possible, input will be organized to make it seamless and easy to integrate in developing the list of actions and selecting criteria for the multi-criteria analysis. Input will also be provided in a timely manner, so it can meaningfully inform the list of actions and criteria selection. Specifically, the engagement team will use consistently formatted report-out documents and potentially, a digital questionnaire that organizes input by climate impacts of greatest concern, priorities for action, criteria by which to evaluate actions, and key considerations.
- 2. Identify Plan priorities:** Using the same process described above, results from briefings and interviews with priority audiences will be provided to the technical team to help identify and inform selection of Plan priorities. Similarly, results from the fairs/festivals booths on where people would like support with climate action will be provided as input on Plan priorities. This input will be organized as much as possible into Plan priorities emerging from other engagement methods, including Steering Committee and CAW engagement.
- 3. Incorporate comments, feedback, and recommendations on draft Plan to produce the final Plan:** Two methods will provide most of the input on the draft Plan: the online survey and the open houses. Survey results will be provided in report form, with summary tables, to the technical team to aid the revision of actions and other Plan components. Open house results will be digitized and organized by the part of the Plan they inform to make integrating them more efficient. If time and budget allow, a brief open house summary articulating key themes and implications for Plan revision may be

prepared. If additional interviews or briefings are held at this stage, input will be organized by the part of the Plan they inform to the extent possible and provided to the technical team for incorporation. The engagement team will review the draft final Plan before final distribution to check for consistency with public input and provide any suggested revisions. The draft final Plan for member jurisdiction approval will be posted on the TRPC webpage and broadly circulated by TRPC via email, social media, and other means identified.

Appropriate records of individual events such as briefing and interview notes, workshop summaries, and survey reports will be prepared and provided to TRPC via the shared folder and as appropriate, via email. All print materials such as comment cards, flip chart notes, and worksheets will be digitized (e.g., take photos, scanned) and made available to TRPC and the consultant team. Any video and voice recordings will be retained in a shared online location and provided to TRPC as requested, and posted on the project webpage as appropriate.

The engagement team will be responsible for making engagement recommendations and advising on how to meaningfully reflect public input in the Plan. However, the final decision rests with the Steering Committee, with the guidance and input of the Climate Advisory Workgroup.



## Appendix A: Summer Fairs and Festivals Schedule

Fairs and festivals were arranged into two tiers based on criteria such as likelihood of engaging priority audiences, representative coverage of the county, and whether booths from government entities are commonplace.

### Tier 1. Priority fairs/festivals to attend

- ▶ Polynesian Festival: June 22
- ▶ Lacey South Sound BBQ Festival: July 13
- ▶ Capital LakeFair: July 17-21
- ▶ Lacey Summer Concerts in the Park: July 20 or August 10
- ▶ Thurston County Emergency Preparedness Expo: September #
- ▶ Regional Farmers Markets (Olympia, Tumwater, Tenino, Yelm): [date?]

### Tier 2. Fairs/festivals to attend if possible

- ▶ Thurston County Fair: July 31-August 4
- ▶ Olympia Harbor Days: August 30-September 1
- ▶ Olympia Brewfest: August 3
- ▶ Tumwater Brewfest: August 17

### Proposed materials

- ▶ Quick carbon footprint activity that shows their household's emissions and asks them where they would like to focus reductions and/or where they are able to focus reductions in the short-term.
- ▶ Display board on Thurston County emissions, how far adaptation will get us, and what Plan hopes to achieve with mitigation.
- ▶ Flyer to take home with information on the process, upcoming events, and ways to engage. Include social media handles and tags as appropriate.

**Commented [PT8]:** Please feel free to suggest new festivals or changes to the tiers below. It would be ideal to add several rural events to capture unincorporated Thurston County. Swede Day in Rochester has unfortunately passed.

**Commented [PT9]:** A Steering Committee member suggested this one. It looks like a great way to capture one part of a priority audience. Are there other festivals that parts of our priority audiences, especially vulnerable and hard-to-reach groups, tend to attend?

**Commented [PT10]:** Added for Lacey coverage – are booths from government entities common here?

**Commented [PT11]:** Are community/government booths common at these events?

## Appendix B. Summary of Public Engagement Strategy

Strategies for engagement differ depending on the organization or entity being engaged. Some are *informed* about key steps and decisions, others are *consulted* to obtain feedback on analysis, issues, and decisions, some are *involved* to ensure their concerns and aspirations are directly reflected in the decisions made, some *collaborate* to provide advice and guidance on each aspect of decision-making, and finally, some may be *empowered* if final decision-making is in the hands of a particular organization or entity.

Within the Priority Audiences identified, the engagement strategy and methods are tailored to the interests, expertise, and level of responsibility of the various organizations and entities engaged in this process.

**Commented [PT12]:** This table will be completed once you have approved the rest of the document..

Stakeholder	Role/Reason	Engagement	Methods	Frequency 1=least; 3=most
<b>Advisory or decision making role in process and Plan development</b>				
Stakeholder Committee	<ul style="list-style-type: none"> <li>Final decision maker (Elected officials)</li> <li>Advisory role</li> </ul>	Empower	<ul style="list-style-type: none"> <li>Committee meetings</li> <li>Early reviewer</li> </ul>	3
Climate Advisory Workgroup	Advisory role	Collaborate	<ul style="list-style-type: none"> <li>Workgroup meetings</li> <li>Early reviewer</li> <li>Others TBD</li> </ul>	3
<b>[Audience 1]</b>				
<b>[Audience 2]</b>				

**Commented [PT13]:** This is an example of how this table would be filled in

Stakeholder	Role/Reason	Engagement	Methods	Frequency 1=least; 3=most
<b>[Audience 3]</b>				
<b>General public</b>				
General public	<ul style="list-style-type: none"> <li>Provide information to interested persons</li> </ul>	Inform	<ul style="list-style-type: none"> <li>Webpage</li> <li>Survey</li> <li>Fairs/festivals</li> </ul>	1