

FINAL

Public Engagement Strategy

Thurston Climate Mitigation Plan

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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 will be used to solicit public input on potential mitigation actions and best align actions with community priorities.

The Thurston Climate Mitigation Plan (TCMP) is a continuation of the efforts of the Thurston Regional Planning Council (TRPC), Thurston County, and the cities of Lacey, Olympia, and Tumwater to prepare for and reduce the impacts of climate change on residents, businesses, government operations, and the region's lands and waters. The TCMP 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 the TCMP's goals.

The Public Engagement Strategy provides a framework for engaging communities across Thurston County and the cities of Lacey, Olympia, and Tumwater in support of TCMP 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 during engagement.

Engagement Goals and Objectives

Consistent with the overall TCMP goals, the Public Engagement Strategy is designed to solicit input on potential mitigation actions and best align those actions with community priorities. Our engagement efforts have three high-level goals and supporting objectives, listed in the table below. Together, these goals and objectives lay the groundwork for ongoing engagement during TCMP implementation.

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

Priority Audiences

To ensure the TCMP captures the perspectives of those likely to be most affected by climate change and TCMP implementation, we will engage a diversity of individuals and organizations across the County.¹ We have categorized the priority audiences into three groups, listed here and described in more detail below:

- ▶ Organizations directly affected by implementation of TCMP 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.

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.

Organizations directly affected by implementation of TCMP actions

This group of stakeholders includes organizations that may be affected by TCMP implementation (i.e., may experience new benefits or costs), with a focus on non-governmental entities that may be asked to implement or support implementation of TCMP actions.² There is some overlap with the Climate Advisory Workgroup membership:

- **Construction companies or contractors** who build new or retrofit existing buildings and homes may be required or encouraged to implement TCMP 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.
- **Renewable energy companies** and those who support them to install and maintain renewable energy may be required or encouraged to implement certain TCMP actions.
- **Property owners and managers** who may be asked to install retrofits or implement other carbon reduction measures.
- **Utilities** such as LOTT Clean Water Alliance and Puget Sound Energy whose business operations are affected by climate impacts and mitigation actions.

¹ In this Public Engagement Strategy, “we” refers firstly to the TRPC project team and consultant team leading public engagement. It also includes the TRPC Steering Committee as the decision maker in this process.

² Since this strategy is focused on public engagement, it does not include methods to engage government entities beyond the Steering Committee engagement described herein. The Steering Committee acts separately and is the primary method to engage government entities in the TCMP process.

- **NGOs with land management responsibilities** such as Capitol Land Trust, Nisqually Land Trust, South of the Sound Community Farmland Trust, and Center for Natural Lands Management may implement actions that improve land carbon storage or management of fertilizers, manure, etc.

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 Markets, farming cooperatives, and unions.
- **Youth** today will be the first generation across the four jurisdictions to live in a widely climate-altered future. The actions taken today will determine their risk and vulnerability as adults.

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.

TCMP Committees

TCMP executive decision-making happens in the **Steering Committee**, made of representatives of five organizations directly affected by TCMP actions: Thurston County; the cities of Olympia, Lacey and Tumwater; and TRPC.

TCMP analysis and recommendations are guided by the larger **Climate Advisory Workgroup**, which includes representatives from as many of the priority audiences as possible. These two governing bodies provide a secondary interface to the priority audiences, that works in parallel to the approaches described in this Public Engagement Strategy.

Engagement Approaches

To ensure a robust engagement process that is tailored to diverse needs and interests across Thurston County and the cities of Lacey, Olympia, and Tumwater, 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 TCMP.

Since Phase 1 of this process (target setting) included relatively little engagement and engagement around the adaptation plan was completed about two years ago, 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** that includes a brief digital questionnaire on climate mitigation concerns and priorities will be available to support targeted engagement and throughout the process. **Email communications**, a **webpage**, and **traditional and social media** engagement 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 the draft TCMP—are ready for review. This approach recognizes that open houses are most effective (i.e., highest attendance, most representative of population) when engagement and interest are already in place.

Descriptions of these approaches are 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, the number of engagement events, and key assumptions about roles and responsibilities of TRPC staff, the Steering Committee, Climate Advisory Workgroup, and the engagement/consultant team. The **Public Engagement Timeline** provides details on the timing of engagement, and the **Thurston Climate Mitigation Plan Development** describes how engagement results will be used to develop the TCMP.

Ongoing, existing engagement approaches

- ▶ **Steering Committee** provided input on public engagement goals, objectives, and priority audiences that was used to prepare this Public Engagement Strategy. They will also review and approve the Public Engagement Strategy; 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 Public Engagement Strategy. 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. Climate Advisory Workgroup members may also use the engagement toolkit to gather input at events they are already attending for work or in their role as a Climate Advisory Workgroup member. CAW members will also participate as subject matter experts and help lead discussions in breakout focus groups, as described below.

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, Climate Advisory Workgroup members, the to-be-identified community liaisons, and community volunteers (as appropriate) 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 low- and middle-income families who are unlikely to come to an in-person open house or take a survey, but have common community gathering spaces they frequent (e.g., community center). 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 TCMP 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.
- ▶ **Traditional and social media** engagement, managed by TRPC staff and member jurisdictions, to generate media interest and expand the audience aware of engagement opportunities related to the TCMP. Newspapers, community TV, online outlets, and social media are included. Media engagement will be targeted to public engagement and TCMP milestones such as the fairs/festivals and digital questionnaire in summer 2019 and the release of the draft TCMP for public review and input in early 2020.

Initial engagement approaches

- ▶ **Fairs and festivals** will take place primarily in summer and 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 and jurisdiction 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 ask community liaisons to return to communities with updates on how their information was used, share the opportunity to comment on the draft TCMP, and encourage involvement in TCMP implementation. We have reserved some of this engagement for later in the process for this reason. We would rely on the Steering Committee and Climate Advisory Workgroup 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 TCMP 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. As with the community liaison approach above, we would provide updates to interviewees and those who were briefed about how their information was used, the opportunity to comment on the draft TCMP, and ways to stay engaged through TCMP implementation.
- ▶ **Climate Advisory Focus Group meetings** will convene members of the CAW and other subject matter experts around the major emissions sources identified for Thurston County, including buildings & energy, transportation & land use, water & waste, and agriculture & forests. The groups will also include community members with experience, such as education, that cuts across multiple segments and categories. This engagement is being led through a process separate from the Public Engagement Strategy.

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. We also encourage translation into Spanish, Vietnamese, and Korean as the most commonly spoken languages in addition to English.
- ▶ **Open houses** toward the end of the process, to gather input on the draft TCMP. 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. We recommend materials or portions of materials be translated into Spanish, Vietnamese, and Korean.

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

Engagement Approach	Potential metrics
	<ul style="list-style-type: none"> # emails sent from page (if this is set up and can be tracked)
Email communications	<ul style="list-style-type: none"> # emails # new and repeat emailers Responsiveness to email (e.g., response within 72 hours) Level of follow-on engagement (e.g., do they take survey, or attend briefing or open house?)

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 TCMP.</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>
Total		\$31,000

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 TCMP. 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 affect you (or are affecting 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 encourage such as making public transit more widespread and 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 services like fire departments.

Why should I participate in the Thurston Climate 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 climate footprint of Thurston County and the cities of Lacey, Olympia, and Tumwater.
- ▶ It is an opportunity to highlight and compile actions and progress that you, your City, your County, and your community are making 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 TCMP 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 TCMP helps build a more resilient region 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 TCMP being developed now?

- ▶ Greenhouse gas emissions from transportation, energy use, land use change, and other sources are changing our climate in ways that will put the community at risk. Unless we take action, projected changes in temperature, snowpack, severe storms, sea level rise, and wildfire risk will 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 and the cities of Olympia, Lacey, and Tumwater, and the 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. The longer we wait to take action to meet these targets, the harder it will be to do.

- ▶ The TCMP will build on several recently completed comprehensive greenhouse gas inventories of community operations. These inventories provide a clear baseline for identifying priorities and tracking progress toward reducing emissions.
- ▶ The TCMP 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 TCMP priorities and list of prioritized actions.
- ▶ In our engagement process, we are prioritizing organizations likely to be affected by implementation of TCMP 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 Climate 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.
- ▶ The TCMP marks the beginning of an ongoing, iterative process that will evolve and grow over time. Actions or issues that cannot be addressed through this TCMP will be listed as suggested actions suitable or complementary to other projects, programs or services as deemed appropriate.
- ▶ Actions and ideas identified in the TCMP will inform and may be incorporated into future community plans, such as comprehensive plans and utility management plans.

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. Examples of climate mitigation include transitioning away from fossil fuels and toward renewable energy sources, retrofitting buildings to use less energy and lose less energy from normal operations, driving less and investing in a fuel-efficient vehicle, eating less meat, buying local products that have not been transported long distances, preserving mature trees that hold more carbon, and managing soil and land for carbon storage. Actions such as these not only remove carbon from the air, they improve local air quality, public health, energy efficiency, and the economy.
- ▶ The amount of greenhouse gases we emit is directly related to how warm the planet will get. The more we greenhouse gases we produce through our activities, the warmer our planet will get. Therefore, reducing, or mitigating, our emissions will help to limit the amount of warming we will experience globally, and will mean fewer negative impacts on our community and region.
- ▶ 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 TCMP 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. With these targets already prepared and approved, we now need to determine how we will reach these targets through mitigation actions. This is the goal of the TCMP.
- ▶ The Thurston Climate 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/climate.

Why is money being spent on climate change when we have so many other 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.
- ▶ Environmental issues are health issues. Pollution from greenhouse gasses leads to unhealthy communities, intensifies climate change, and threatens water and food supply. We need clean air, clean water, and thriving nature for good health. Efforts to stop climate-related pollution help everyone live healthier lives.
- ▶ Some people in our County and cities are more vulnerable to the impacts of climate change, including children, the elderly and sick, those experiencing low-income, communities of color, rural communities, and those who live and work outside. In some cases, they are already feeling the effects of hotter summers and rising energy costs. Therefore, we need to act now to reduce these vulnerabilities.
- ▶ 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. In addition, taking actions that help our public transit system be more 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 make sure we are properly preparing for the risks it brings. We took a similar approach when we developed a Flood Hazard Mitigation Plan for Thurston County and by proactively addressing issues that cause flooding we have reduced the risk and damages to Thurston County residents and business, as well as lowered insurance rates compared to other areas of the state and country.

Climate change is a large, global problem. The scale of the issue means my individual actions don't even matter, right?

- ▶ Lasting and dramatic change comes from countless little shifts throughout society. Mitigating climate change comes from anybody, including you!

- If you are looking for **easy changes in everyday shopping or travel habits**, you can eat less meat, avoid excess plastic during take-out, support local farmers, carpool to work, and/or shop in the bulk section of your local grocery store.
 - Whether you **own or rent a home**, you can use energy-saving light bulbs, compost, wash in cold water, line dry clothes, turn the water off while washing hands or brushing teeth, and/or borrow tools for repairs instead of buying new.
 - If you live in a **rural area**, you can reduce the number of single trips you take, carpool, and/or plant native trees.
 - Not only can you change daily habits but talking to your friends and family and participating in this planning process can make a difference.
- ▶ Your personal actions plus your input on the TCMP can help protect us against climate change, strengthen our communities, bring good jobs, and help ensure the health and wellbeing of our children and future generations.

Questions and key messages for organizations affected by implementation of TCMP 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, energy efficiency, or reducing greenhouse gas emissions?

Public Engagement Timeline Overview

Key engagement milestones include:

- ▶ **Summer/fall 2019:** Fairs/festivals, interviews, and briefings to gather input on TCMP 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 TCMP. Potentially, a few interviews or briefings.
- ▶ **April/May 2020:** Incorporate second round of public input to revise draft TCMP.

Engagement Input or Decision	Committee or Workgroup Timing
<ul style="list-style-type: none"> • Approve Public Engagement Strategy • Confirm future Public Engagement Strategy approval points and role of Workgroup (i.e., can they be responsible for guidance on details of Public Engagement Strategy implementation?). • Provide community liaison connections and fair/festival recommendations. • Confirm who is interested in having and using an engagement toolkit. 	<ul style="list-style-type: none"> • Steering Committee Meeting #5 (June 26)
<ul style="list-style-type: none"> • Red flags and input on the Public Engagement Strategy. • Provide community liaison connections and fair/festival recommendations. • Confirm who is interested in having and using an engagement toolkit. 	<ul style="list-style-type: none"> • Email to Climate Advisory Workgroup (first two bullets; input needed by early July in order to be prepared for fairs/festivals) • Climate Advisory Workgroup #2 (third bullet)
<ul style="list-style-type: none"> • Hear about priorities emerging from fairs/festivals, interviews, and briefings to date. • Hear about types of actions emerging from interviews and briefings to date. • Input on proposed changes to engagement tactics. Approval of significant changes (Steering Committee only). 	<ul style="list-style-type: none"> • Steering Committee Meeting #6 (August 19 or 26) • Climate Advisory Workgroup focus groups, if appropriate (Aug/Sept)
<ul style="list-style-type: none"> • Hear about results of initial engagement in summer, including how engagement informed list of actions and selection of action evaluation criteria. • Provide input on possible survey topics and open house locations. 	<ul style="list-style-type: none"> • Steering Committee Meeting #7 (October) • Climate Advisory Workgroup #3 (October)
<ul style="list-style-type: none"> • Provide input on open house plan and any open house planning questions that have come up. 	<ul style="list-style-type: none"> • Climate Advisory Workgroup #4 (November)

Engagement Input or Decision	Committee or Workgroup Timing
<ul style="list-style-type: none"> Review and approve open house plan, draft survey questions, and survey distribution plan (approval from Steering Committee only). 	<ul style="list-style-type: none"> Steering Committee Meeting #8 (January) Climate Advisory Workgroup #5 (January)
<ul style="list-style-type: none"> Review and approve key open house materials (approval from Steering Committee only). Confirm who will staff open houses. Provide input on any changes to survey or open house timeline and details. 	<ul style="list-style-type: none"> Steering Committee Meeting #9 (February) Climate Advisory Workgroup #6 (February)
<ul style="list-style-type: none"> Hear update on open house planning and survey. 	<ul style="list-style-type: none"> Steering Committee Meeting #10 (March) Climate Advisory Workgroup #7 (March)
<ul style="list-style-type: none"> Staff open houses 	<ul style="list-style-type: none"> Some members of Steering Committee and Climate Advisory Workgroup (late March/early April)

Thurston Climate Mitigation Plan Development

Input from the public engagement process will be used to develop and refine the TCMP 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 TCMP 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, topic areas (buildings, energy, transportation, land use, agriculture, etc.), priorities for action, criteria by which to evaluate actions, and key considerations.
2. **Identify TCMP 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 TCMP priorities. Similarly, results from the fairs/festivals booths on where people would like support with climate action will be provided as input on TCMP priorities. This input will be organized as much as possible into TCMP priorities emerging from other engagement methods, including Steering Committee and Climate Advisory Workgroup engagement.
3. **Incorporate comments, feedback, and recommendations on draft TCMP to produce the final TCMP:** Two methods will provide most of the input on the draft TCMP: 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 TCMP components. Open house results will be digitized and organized by the part of the TCMP they inform to make integrating them more efficient. If time and budget allow, a brief open house summary articulating key themes and implications for TCMP revision may be prepared. If additional interviews or briefings are held at this stage, input will be organized by the part of the TCMP they inform to the extent possible and provided to the technical team for incorporation. The engagement team will review the draft final TCMP before final distribution to check for consistency with public input and provide any suggested revisions. The draft final TCMP 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 TCMP. However, the final decision about public engagement questions 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

- ▶ Lacey Fireworks Spectacular: July 3
- ▶ Tenino Oregon Trail Days: July 26-28
- ▶ Thurston County Fair: July 31-August 4
- ▶ Tumwater Brewfest: August 17
- ▶ Olympia Harbor Days: August 30-September 1
- ▶ Olympia Fall Arts Walk: October 4-5
- ▶ Tumwater Farmers Market: Wednesdays, 10 AM to 2 PM

Tier 2. Fairs/festivals to attend if possible

- ▶ Lacey South Sound BBQ Festival: July 13
- ▶ Olympia Brewfest: August 3
- ▶ Lacey Summer Concerts in the Park: August 10
- ▶ Rainier Roundup Days: August 24
- ▶ Thurston County Emergency Preparedness Expo: September #
- ▶ Nisqually Watershed Festival: September 28
- ▶ Olympia Farmers Market
- ▶ Yelm Farmers Market: Saturdays, 10 AM-3 PM
- ▶ Tenino Farmers Market: Saturdays
- ▶ Tumwater Screen on the Green
- ▶ Tumwater Community Recycling Event
- ▶ Tumwater University
- ▶ Police Citizens Academy
- ▶ Fire Academy

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 the TCMP hopes to achieve with mitigation.
- ▶ Flyer/factsheet to take home with information on the process, upcoming events, and ways to engage. Include social media handles and tags as appropriate.
- ▶ Postcard
- ▶ Short digital questionnaire

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.

Stakeholder	Role/Reason	Engagement	Methods ³	Frequency 1=least; 3=most
Advisory or decision making role in process and TCMP development				
Steering Committee	<ul style="list-style-type: none"> Final decision maker (Elected officials) Advisory role 	Empower	<ul style="list-style-type: none"> Committee meetings Early reviewer 	3
Climate Advisory Workgroup	<ul style="list-style-type: none"> Advisory role 	Collaborate	<ul style="list-style-type: none"> Workgroup meetings Early reviewer Others TBD 	3
Organizations directly affected by implementation of TCMP actions				
Construction companies or contractors <ul style="list-style-type: none"> Olympia Master Builders Habitat for Humanity Small Planet Supply Center for Sustainable Infrastructure, Zero Net Carbon Building Alliance, Passive House NW, ShiftZero, American Institute of Architects, Eco Build Guild, Unions 	<ul style="list-style-type: none"> May have to follow new policies or regulations May incur benefits/costs from chosen actions Provide guidance on feasibility of actions 	Involve (priorities) Consult (draft TCMP)	<ul style="list-style-type: none"> Climate Advisory Workgroup Interviews Briefings 	2

³ All methods are available to all stakeholders. The most applicable methods are listed here. The engagement toolkit is designed for use with fairs/festivals, community liaisons, and briefings.

Stakeholder	Role/Reason	Engagement	Methods ³	Frequency 1=least; 3=most
<ul style="list-style-type: none"> Thurston County Chamber, Tumwater Area Chamber of Commerce, Lacey South Sound Chamber 				
Farmers and ranchers <ul style="list-style-type: none"> Our Common Home Farms Faith Harvest Helpers 	<ul style="list-style-type: none"> May have to follow new policies or regulations May incur benefits/costs from chosen actions Provide guidance on feasibility of actions Directly affected by climate impacts like drought and flood 	Involve (priorities) Consult (draft TCMP)	<ul style="list-style-type: none"> Climate Advisory Workgroup Community liaison Interviews 	2
Renewable energy companies <ul style="list-style-type: none"> Thurston Economic Development Council Thurston Thrives Thurston Energy Thurston County Chamber, Tumwater Area Chamber of Commerce, Lacey South Sound Chamber 	<ul style="list-style-type: none"> May have to follow new policies or regulations May incur benefits/costs from chosen actions Provide guidance on feasibility of actions 	Involve (priorities) Consult (draft TCMP)	<ul style="list-style-type: none"> Climate Advisory Workgroup Interviews Briefings 	2
Property owners and managers <ul style="list-style-type: none"> Thurston County Realtors Association Thurston Economic Development Council HOA's, Realtors Building Industry Association of Washington Thurston Thrives 	<ul style="list-style-type: none"> May have to follow new policies or regulations May incur benefits/costs from chosen actions Provide guidance on feasibility of actions 	Involve (priorities) Consult (draft TCMP)	<ul style="list-style-type: none"> Climate Advisory Workgroup Interviews Briefings 	2

Stakeholder	Role/Reason	Engagement	Methods ³	Frequency 1=least; 3=most
<ul style="list-style-type: none"> Association of Washington Business, Washington Center for Women in Business, Better Business Bureau serving the Northwest Thurston County Chamber, Tumwater Area Chamber of Commerce, Lacey South Sound Chamber 				
Utilities <ul style="list-style-type: none"> Puget Sound Energy, LOTT Clean Water Alliance, Washington State Department of Enterprise Services Energy Group, Thurston Thrives 	<ul style="list-style-type: none"> Provide guidance on feasibility of actions May be asked to cooperate with new policies or regulations May incur benefits/costs from chosen actions 	Involve (priorities) Consult (draft TCMP)	<ul style="list-style-type: none"> Climate Advisory Workgroup Briefings 	2
NGOs with land management responsibilities <ul style="list-style-type: none"> Capitol Land Trust Nisqually Land Trust South of the Sound Community Farmland Trust Center for Natural Lands Management Olympia Coalition for Ecosystem Preservation Thurston Conservation District Olympia Ecosystem Preservation Land Olympic Region Clean Air Agency Veterans Ecological Trades Collective 	<ul style="list-style-type: none"> Provide guidance on likely impact and feasibility of actions May have novel ideas to increase carbon storage May have to follow new policies or regulations May incur benefits/costs from chosen actions 	Involve (priorities) Consult (draft TCMP)	<ul style="list-style-type: none"> Climate Advisory Workgroup Interviews Briefings 	2
Communities most vulnerable to climate impacts				

Stakeholder	Role/Reason	Engagement	Methods ³	Frequency 1=least; 3=most
<p>Low-income communities</p> <ul style="list-style-type: none"> Thurston County Board of Health Churches, Salvation Army PTAs POWER SideWalk Homeless Services Thurston Thrives YMCA, Boys/Girls Club, Big Brothers/Big Sisters of SW WA, 	<ul style="list-style-type: none"> Affected by climate change and likely to be among those hit “first and worst” by impacts Provide input on feasibility of actions 	<p>Involve (priorities)</p> <p>Consult (draft TCMP)</p>	<ul style="list-style-type: none"> Community liaisons Fairs/festivals Survey Open houses 	2
<p>Communities of color</p> <ul style="list-style-type: none"> Thurston County Board of Health Churches PTAs, Capital Region ESD 113 Thurston Thrives YMCA, Boys/Girls Club, Big Brothers/Big Sisters of SW WA 	<ul style="list-style-type: none"> Affected by climate change and likely to be among those hit “first and worst” by impact Provide input on feasibility of actions 	<p>Involve (priorities)</p> <p>Consult (draft TCMP)</p>	<ul style="list-style-type: none"> Community liaisons Fairs/festivals Survey Open houses 	2
<p>Rural communities</p> <ul style="list-style-type: none"> Thurston County Board of Health Rotary, Kiwanis, Churches, PTA Thurston Thrives YMCA, Boys/Girls Club, Big Brothers/Big Sisters of SW WA 	<ul style="list-style-type: none"> Affected by climate change and likely to be among those hit “first and worst” by impacts Provide input on feasibility of actions 	<p>Involve (priorities)</p> <p>Consult (draft TCMP)</p>	<ul style="list-style-type: none"> Community liaisons Fairs/festivals Survey Open houses 	2
<p>Those who live and work outside</p> <ul style="list-style-type: none"> Thurston County Board of Health Labor Ready Thurston County Food Bank Weyerhaeuser 	<ul style="list-style-type: none"> Affected by climate change and likely to be among those hit “first and worst” by impacts Provide input on feasibility of actions 	<p>Involve (priorities)</p> <p>Consult (draft TCMP)</p>	<ul style="list-style-type: none"> Community liaisons Fairs/festivals Survey Open houses 	2
<p>Youth</p>	<ul style="list-style-type: none"> First generation to live in climate-altered future as adults 	<p>Involve (priorities)</p>	<ul style="list-style-type: none"> Climate Advisory Workgroup 	2

Stakeholder	Role/Reason	Engagement	Methods ³	Frequency 1=least; 3=most
<ul style="list-style-type: none"> High schools, St. Martin’s University, Evergreen State College, Capital Region ESD 113, Olympia School District, North Thurston Public Schools, South Puget Sound Community College YMCA, Boys/Girls Club, Big Brothers/Big Sisters of SW WA 	<ul style="list-style-type: none"> Provide input on feasibility and impact of actions 	Consult (draft TCMP)	<ul style="list-style-type: none"> Community liaisons Fairs/festivals Survey Open houses 	
Other hard-to-reach populations				
Military families <ul style="list-style-type: none"> South Sound Military and Communities Partnership North Thurston Public School Military Liaison 	<ul style="list-style-type: none"> Affected by climate change Make significant investment when moving, which is an opportunity for carbon reduction via purchases May have ideas for actions from other places they have lived Provide input on feasibility of actions 	Involve (priorities) Consult (draft TCMP)	<ul style="list-style-type: none"> Community liaisons Fairs/festivals Survey Open houses 	2
Middle-income families (esp. with children) <ul style="list-style-type: none"> Rotary, Kiwanis, Churches, PTA, ESD 113 YMCA, Boys/Girls Club 	<ul style="list-style-type: none"> Affected by climate change Provide input on feasibility of actions 	Involve (priorities) Consult (draft TCMP)	<ul style="list-style-type: none"> Community liaisons Fairs/festivals Survey Open houses 	2
General public and media				
General public <ul style="list-style-type: none"> Thurston County Chamber, Tumwater Area Chamber of Commerce, Lacey South Sound Chamber 	<ul style="list-style-type: none"> Provide information to interested persons 	Inform	<ul style="list-style-type: none"> Webpage Survey Fairs/festivals Open houses 	1
Media <ul style="list-style-type: none"> Newspapers (The Olympian, Nisqually Valley News, Centralia Chronicle) 	<ul style="list-style-type: none"> Build awareness and interest in participation, especially for summer 	Inform	<ul style="list-style-type: none"> Webpage TRPC, County, and City social media 	1

Stakeholder	Role/Reason	Engagement	Methods ³	Frequency 1=least; 3=most
<ul style="list-style-type: none"> • Online outlets (ThurstonTalk, Olympia Standard Podcast) • Community TV – TCTV • Local newsletters, social media 	<p>fairs/festivals and commenting on draft TCMP</p> <ul style="list-style-type: none"> • Expand reach of engagement 		<ul style="list-style-type: none"> • TCTV spot during draft TCMP comment period 	