

Biddeford CAP Task Force
Public Engagement Meeting Notes: 2.21.23

TF Attendees: Meaghan Daly, Steven Reiter, Brad Favreau,
Project Team Attendees: Karina Greater, Carol Morris, Zoe Miller

1. Overview: What has been accomplished to-date and what is in the works? Looking at your Plan now...what has been rolled out?
 - a. TF talked about events, tabling, plans for PhotoVoice and Strategy Walls. Most popular event was a climate science artist...Jill Pelko. There was enthusiastic discussion about using short, casual, high impact videos to communicate, highlighting either local well-known folks AND persons off the street AND the TF talking about climate action solutions.
 - b. ACTION: TF to send C/Z list of public engagement activities to date

2. What have you found to be the potential barriers to climate action in your community?
 - a. Not so much barriers, but even though research shows high level of support for climate action, most of this is from older, well educated, wealthier people. Very little interaction/support from younger (under 25) people or disadvantaged people
 - b. ACTION: Develop new ways to reach these two groups: Younger people and underrepresented people. Both will need communications that are specific rather than conceptual.

3. Who are the most important groups of people you want to reach? Young people? Families? Retired people? Businesses? HOW MANY NEIGHBORHOOD GROUPS? What about underserved populations – can TF be expanded to include representatives? Or perhaps do focus groups with reps?
 - a. See #2 for Action Item. TF has reached out to environmental group in HS, but that is in transition right now, with staff turnover.

4. What is the select board/council's position on climate action? Supportive? Neutral? Mixed?
 - a. Did not discuss but the council has signed/approved several documents in support – this is where the TF has spent a lot of lead time, getting critical support from City.

5. How do you feel about the GHG Assessment from ICLEI? Is it accurate? Do you think this is information that will be compelling to the public? Have you discussed how to share it with the public? How will this compare to the Vulnerability Assessments.
 - a. Generally, they like it, but think the document is too dense and long. The info is currently on the website – will need to be specifically woven into messages.
 - b. ACTION: Create a one-pager, easy to understand report of this assessment.

- c. Meghan's idea about providing alternative strategies – different mixes of actions – to reach the emissions targets is good, as in: here are a couple of different mixes of actions the community could take – which fits us best? Which is most realistic? This could come from Clearpath?
 - d. ACTION: C/Z to get more info from Karina about Clearpath

- 6. Have you talked about measures you will use to assess – formally or informally – whether the PUBLIC ENGAGEMENT PLAN is a success? Have you set any public engagement goal? Is it about more than reaching the climate goals?
 - a. There is reference to this in the PE plan. Meghan talked about a tracking document that would include number of people reached. There is a prototype for this that could work, was created by 4thE

- 7. Have you looked at any of the other Climate Action Plans from Maine towns? Portland, SoPo, York, Bar Harbor? (These are all at <https://www.somainecapcohort.com/>.) Could we use any of these as part of our engagement so people can see what the end product might look like?
 - a. There was some interest in this. Keep it in mind for face-to-face events. Or perhaps add links to the website to these other plans.

- 8. Can you provide a list of educational materials you have created or adapted?
 - a. Yes, see #1

- 9. What do you see as the next steps with the Communications plan that you have created? What is your thought about the planned four public workshops and focus areas?
 - a. TF is open to different kind of events, looking at the ones they have done to-date that were most successful. Generally, they agreed that technically oriented events as planned by 4thE would only bring in a small segment of those they want to reach.
 - b. ACTION: The Communications Plan: C/Z to look at their plan and make tweaks. Meghan gave input into where the messages came from, that people want to see solutions, not causes. This is key.
 - c. ACTION: C/Z will also provide additional actions/events we would recommend, along with what we will do and what they would be responsible for.

- 10. General comments
 - a. Keep it simple: need to keep it simple and not overload with data – most people who ARE concerned need positive feedback and can feel overwhelmed.
 - b. Climate action is tricky because it is not necessarily about finding out what people want. Its more about behavior modification. We are trying to understand what modifications will go down the easiest and achieve the necessary goals.
 - c. Somehow make these events celebratory!

