



Community Engagement Plan

Fall 2022 – Fall 2023

Draft

Table of Contents

About the Engagement Plan	4
Overall Approach to Community Engagement	5
Purpose of Community Engagement	5
Who Needs to be Engaged	6
Engagement Strategies and Tools	7
Steps for Customizing the Engagement Plan	7
Promising Practices for Engagement	9
Engagement Phases	10
Phase I: Preparing to Plan	10
Purpose of Community Engagement:	10
Engagement Strategies & Tools	10
Engagement Toolkit Links	10
Customized Engagement Plan - Phase I Example	11
Phase II: Developing Strategies	12
Purpose of community engagement during this phase:	12
Engagement Strategies & Tools	12
Engagement Toolkit Links	12
Customized Engagement Plan - Phase II Example	13
Phase III: Honing Strategies	14
Purpose of community engagement during this phase:	14
Engagement Strategies & Tools	14
Engagement Toolkit Links	14
Customized Engagement Plan - Phase III Example	15
Phase IV: Finalizing and Adopting	16
Purpose of community engagement during this phase:	16
Engagement Strategies & Tools	16
Engagement Toolkit Links	16

Customized Engagement Plan - Phase IV Example	17
Appendix	18
Promising Practices for Effective Climate-Action Engagement	18
Messaging: Topic Areas and Core Values	19
Additional Resources	21
Promising Practice Details and Examples	21
Additional Communication Examples	21

About the Engagement Plan

As part of the Climate Action Planning process, the [INSERT COMMUNITY NAME] Task Force will develop an engagement strategy to ensure that its community members are deeply engaged in the climate action planning process. This document (“the plan”) and its companion templates serve as a workbook to be completed by the Task Force and Project Team over the course of the Climate Action Planning process. This document is structured as follows:

Overall Approach to Community Engagement This section of the plan describes the overall approach to Community Engagement, relevant to the entire CAP process.



Purpose of Community Engagement: This section of the plan describes why inclusive public engagement is critical to the CAP process. It also describes the guiding principles of engagement that will ensure effective community participation.



Who Needs to be Engaged: Climate change impacts everyone. Thus, the ultimate goal of climate action planning is to consider everyone. That said, it is not possible for the Task Force to engage all community members directly. This section of the plan describes which key groups of community members need to be engaged by Task Force members and why.



Engagement Strategies and Tools: This section of the plan describes the communication channels and specific methods of outreach the Task Force will use to engage the public, including [Task Force Led](#) and [Fourth Economy Led](#) outreach. It also describes the engagement tools that Fourth Economy will provide – such as flyers, slides decks, elevator pitches – and the Task Force can customize to support outreach. The degree to which certain community groups are engaged and the types of tools used will vary throughout the process based on the unique purposes of each phase of the CAP, the capacity of Task Force members, and the public’s capacity for participating. This section of the plan describes the methodology the Task Force will use to customize its engagement plan accordingly.



Promising Practices for Engagement: This section of the plan provides promising practices – such as tips for active listening, utilizing storytelling, and determining the best messenger – to enhance inclusive communications and effectively involve the public.

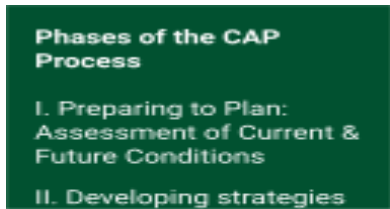
Engagement Phases: The Engagement Phases section of the plan describes the unique purposes of engagement for each phase of the CAP process, as well as considerations for customizing its engagement strategies and tools. Additionally, this section includes templates that the Task Force can use, with the support of the Project Team, to customize its engagement approach.

Appendix: Lastly, the plan includes an appendix with approaches to customizing messaging and other engagement resources that the Task Force can reference as it customizes its engagement plan.

Overall Approach to Community Engagement

Purpose of Community Engagement

There is a unique purpose for community engagement in each phase of the Climate Action Planning (CAP) process. For example, community visioning and initial strategy brainstorming are both focuses of Phases I and II, strategy refinement and community support for implementation are priorities for Phases III and IV. The Community Engagement Plan is meant to be a living document that the Task Force and Project Team will revise and update as the CAP process evolves so that the Plan achieves the unique purposes of community engagement efforts at each phase of the process.



That said, there are three guiding principles that will be applied across all phases of the CAP to ensure the success of community engagement and the CAP process itself:

- **Listen and Learn:** Gather feedback about the public’s current knowledge of climate action, listen to how they’ve been uniquely impacted by climate change, understand the barriers they face and the actions they’ve already taken. Learn about the types of climate actions community members would like to lead and which they would like public leaders to lead. Incorporate this input into the CAP process and final plan.
- **Inform and Cultivate Understanding:** Share the climate-related stories and experiences you’ve heard during public engagement and explain the CAP process and outcomes. Tailor the resources and communications you provide to community members based on the feedback you’ve gathered.
- **Inspire and Motivate Action:** Foster a culture of collaboration and encouragement by emphasizing the actions community members can take to make a difference as part of the CAP process by informing strategy development and supporting the plan’s implementation.

Equitable Climate Action Planning and Inclusive Engagement

Climate action planning has the potential to improve or worsen social and economic inequities for individuals with greater vulnerability to climate change impacts. To improve inequities, Task Force members must prioritize inclusive engagement. By seeking full representation of community members across a spectrum of interests, ages, and socio-economic backgrounds, Task Force members will achieve:







- **More Informed Plan, Better Outcomes:** Plans that are developed with inclusive representation are better informed and have a higher potential for positive impact for all community members.
- **Creativity and Collaboration:** Listening and learning from a variety of voices, rather than engaging only like-minded representatives, spurs creativity and a more honest assessment within the planning process.
- **Improved Buy-In and Participation:** Early engagement creates greater understanding amongst the public during strategy development, and thus improved buy-in and participation during implementation.

Who Needs to be Engaged

Climate change impacts everyone. Thus, the ultimate goal of climate action planning is to consider everyone, including those who will lead implementation of the CAP and those who will be impacted by the climate action plan's outcomes. Yet, the Task Force cannot engage all community members directly.

The CAP Task Force has created a directory of key community members who need to be engaged directly by the Task Force. These community members will also be asked to share CAP communications with their own networks in order to expand engagement beyond the connections of Task Force members.

In this directory, the Task Force has identified specific points of contact across the following groups, to ensure inclusive and robust community participation. The table below describes why these community members need to be engaged.

	Who? Inclusive representation, including the following groups:	Why? To listen and learn, inform and cultivate understand, and inspire and motivate action around the following:
	Elected officials and public or municipal staff	<ul style="list-style-type: none"> Address climate-related barriers and solutions related to public policy to support leaders' decision-making and the public's ability to advocate for and navigate policies
	Public health staff or organizations	
	Utility staff or organizations	<ul style="list-style-type: none"> Address climate-related barriers and solutions with utilities and their customers, including: <ul style="list-style-type: none"> Rebates Programs Technologies Data
	Chambers of Commerce and Economic Development Organizations	<ul style="list-style-type: none"> Address climate-related barriers and solutions with businesses, including: <ul style="list-style-type: none"> Increasing green jobs Activating green investment Implementing climate-friendly innovations across business operations (e.g. supply chain, infrastructure, technology, travel)
	Business leaders and owners	
	Community organizers and religious leaders	<ul style="list-style-type: none"> Address climate-related barriers and solutions with residents, particularly those who are not connected to climate action through their work or education and those who have historically been underserved or underrepresented. Engagement topics might include: <ul style="list-style-type: none"> Food Health Housing Utilities Energy Costs Transportation Jobs Public Policy
	Neighborhood groups and homeowners associations	
	Individual community members, including youth and senior residents, particularly those with greater vulnerability to climate change impacts	

Engagement Strategies and Tools

In addition to considering who to engage, the Task Force must also consider how to engage the public. For each phase of the CAP, it will determine which channels, types of engagement tools, and messaging are best suited for various groups of community members. All engagement will have a “call to action” which clearly articulates how the public can remain involved.





The degree to which certain community member groups are engaged and the types of strategies used will vary throughout the process based on the unique purposes of the CAP phases. The Task Force will also customize engagement strategies based on its members’ capacity for outreach and the public’s capacity for participating.




Steps for Customizing the Engagement Plan

Steps and examples for customizing engagement strategies for each phase of the CAP are as follows.

Step 1 Consider the Purpose	Review the purposes of engagement for the Task Force’s current CAP phase to understand the types of information the team wants to gather and share with the public.
Step 2 Determine Method of Outreach, by Community Member	With the CAP phase and purpose in mind, determine which method(s) of outreach for each point of contact in the Task Force engagement directory. Utilize and organize methods of outreach by community member groups to manage efficient and effective outreach. Balance and prioritize more in-depth engagement (e.g. events or conversations) and higher-level engagement (e.g. social media posts) across community groups based on the purposes of engagement and the team’s capacity.
Step 3 Determine the Engagement Tools and Messaging	For each method of outreach, determine the best engagement tool and customize the messaging based on the: <ul style="list-style-type: none">• Purpose of engagement for the current CAP phase – outlined in the Engagement Phases section of this Community Engagement Plan• “Topic Areas” and “Core Values” that will best suite the audience, – examples provided in the Appendix section of this Community Engagement Plan
Step 4 Call to Action	Deploy all forms of engagement with a clear call to action based on the purposes of engagement for the current CAP phase. The call to action should clearly articulate how the public can remain involved.
Step 5 Follow Up	Using the CAP Task Force Google Drive, document success of the engagement approach, the feedback you receive, and the steps that you need to take as a result of the engagement: For example, <ul style="list-style-type: none">• Which methods of outreach and messaging were most effective with which community members, who still needs to be engaged, and what adjustments need to be made for future engagement• How does community feedback inform or change the CAP process, how will it be incorporated into the CAP

The CAP Task Force has created a directory of communication channels and specific methods of outreach to ensure engagement reaches community members where they are. The table below summarizes the types of communication channels and methods of outreach that the Task Force identified in its engagement directory. Additionally, the table describes the types of tools that can be used to support each type of outreach method.

Communication Channels	Methods of Outreach Led by Task Force	Engagement Tools Created by 4E
 Events	In-person or virtual events hosted/initiated by the Task Force	<ul style="list-style-type: none"> • Flyers • Presentation/slide deck • Social media posts • Newsletter update / press release template • Elevator speech
	In-person or virtual community events where Task Force members can formally or informally engage the public	
 Print	Local newspapers and magazines	<ul style="list-style-type: none"> • Newsletter update / press release template
 Digital	Websites of municipalities, community organizations, and the CAP cohort	<ul style="list-style-type: none"> • Infographics • Flyers
	Newsletters and email distribution lists of municipalities, community organizations, and schools	<ul style="list-style-type: none"> • Newsletter update / press release template
	Social media accounts of Task Force members and community organizations	<ul style="list-style-type: none"> • Social media posts
 Place-based	Community and public bulletin boards	<ul style="list-style-type: none"> • Flyers
	Billboards and road signs	<ul style="list-style-type: none"> • Social media posts • Infographics
	Marquees	<ul style="list-style-type: none"> • Content from the engagement toolkit
Other	Informal, day-to-day conversations	<ul style="list-style-type: none"> • Elevator speeches • Flyers
	Radio	<ul style="list-style-type: none"> • Content from the engagement toolkit

Communication Channels	Methods of Outreach Led by 4E	Engagement Tools Created by 4E
 Events	Community Workshops (Four Total)	<ul style="list-style-type: none"> • Flyers, social media/posts • Presentation/slide deck • Newsletter update / press release template • Elevator speech
  Print & Digital	Community-wide survey	<ul style="list-style-type: none"> • Flyers • Social media posts • Print and digital survey

Promising Practices for Engagement

Climate-related communication can be challenging because the topic is often technical, intangible, and politically-charged. Gathering and disseminating information in a way that is approachable and understandable is important to the success of community engagement.

Included below are a series of promising practices that the Task Force can apply to its engagement strategies throughout the CAP process. These practices will help make community outreach as streamlined and effective as possible for all participants.

Additional details and examples of each promising practice is provided in the [Appendix](#) of this plan.



Active Listening

Understand, reflect on, and respond to what others are saying



Utilize Metaphors

Talk about the real world using familiar concepts not abstract ideas



Emphasize Storytelling

Make climate change solutions local, relevant, and urgent



Apply Visuals and Imagery

Articulate your point effectively and efficiently



Consider the Messenger and Diverse Channels of Communication

Select the most effective person or group to lead communications and use diverse channels of outreach to ensure inclusive, effective engagement



Be Mindful of Planning Fatigue

Keep the time commitment for the public in mind and let them know why their feedback is important



Balance Breadth vs. Depth

Determine the extent of engagement needed by whom, at which phases

Engagement Phases

Phase I: Preparing to Plan


Purpose of Community Engagement:

- Listen and Learn About:
 - Hopes and concerns for the community's future as it relates to climate change
 - Personal stories about experiences with climate change
 - The people, places, and things that the community values that are being impacted by climate change
 - The public's understanding of climate change and action and what they want to know more about
- Inform and Cultivate Understanding About:
 - The climate action planning kickoff and process
 - Current and future climate change impacts and why they are relevant
 - Steps the community has already taken to address climate change and the impacts of these actions
 - Steps individuals can take at home, work, and within their community to address climate change
- Inspire and Motivate Action Around:
 - The climate action planning process and participation in visioning and and later strategy development

Inclusive Engagement → Equitable Planning

Reminder: Before you move on to the next phase of planning, make sure you've incorporated input from those who are or have been:

- Underrepresented
- Underserved
- Disproportionately impacted by climate change impacts and policies



Greater Baseline Understand → Better Identification of the Problems to Solve

Deploy an inclusive engagement plan from the start. The planning phases build off of one another. Early input will lead to a greater baseline understanding of the community and its strengths, challenges, and opportunities, and thus lead to better informed strategy development.

Engagement Strategies & Tools





Given the purpose of visioning, establishing a baseline understanding of the community's interest, understanding, and needs, and raising awareness about the CAP process, the Task Force should consider the following when customizing its Phase I strategies and tools:

- Prioritizing a more in-depth method of outreach with community groups and residents for visioning and establishing a baseline understanding of the communities interest, understanding, and needs (eg. visioning wall in public space like a library, town hall events, photovoice to gather input for vulnerability assessment)
- Prioritizing an efficient and widespread method of outreach with all points of contact across all community member groups and residents

Engagement Toolkit Links

- Customized Plan Template
- [Engagement Directory](#)
- Phase I Engagement Tools
- Engagement Feedback Tracker

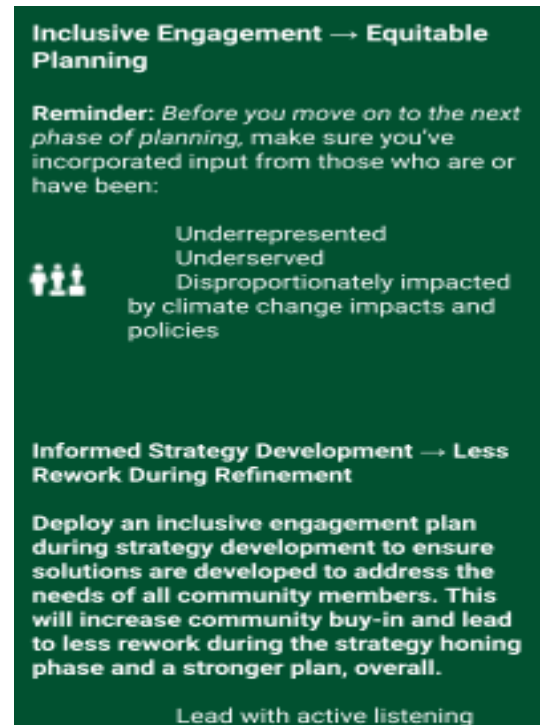
Customized Engagement Plan - Phase I Example

Customizing Engagement Strategies Example <i>For Phase I of CAP Engagement</i>		
 <p>Purpose: Spread awareness about the CAP Community Member Group(s): All points of contact</p>		
Method of Outreach <i>Based on engagement phase purpose, Task Force capacity, and the public's capacity.</i>	Engagement Tools (Created by 4E)	Messaging: Topic Areas and Core Values
 <p>Priority: Utilize print and/or digital communications for spreading awareness about the CAP (Task Force Led)</p> <p>Going for Breadth</p> <p>-For spreading awareness of the CAP, it is important to let as many people know about the process and ways to get involved. As such, it is important to use an efficient and widespread method of outreach with all points of contact across all community member groups and residents during this phase of engagement.</p>	Printed flyers for Senior Residents	Topic Areas: Housing and Health Core Values: Security/Safety
	Digital newsletter for Business Leaders and Business Owners	Topic Areas: Finance and the economy Core Values: Efficiency/Waste Reduction
	Social media posts and printed flyers for all others	Topic Areas: Community Core Values: Equity
<p>Call to Action:</p> <ul style="list-style-type: none"> • "Join the CAP Cohort mailing list using the 'Get In Touch' form at www.somainecapcohort.com!" • "Sign up for upcoming public workshops to support strategy development!" 		
<p>Follow Up:</p> <ul style="list-style-type: none"> • Share future engagement materials with the subscriber list • Begin creating workshop invitation list and update the Task Force directory with community members who have subscribed 		
 <p>Purpose: Develop shared community vision and establish baseline understanding Community Member Group(s): Community organizers, religious leaders, neighborhood groups, homeowners associations</p>		
Method of Outreach <i>Based on engagement phase purpose, Task Force capacity, and the public's capacity.</i>	Engagement Tools (Created by 4E)	Messaging: Topic Areas and Core Values
 <p>Optional: Host an in-person town hall event for community visioning and baseline understanding (Task Force Led)</p> <p>Going for Depth</p> <p>-For visioning and establishing a baseline, it is important to use a more in-depth method of outreach with community groups and residents during this phase of engagement.</p> <p>Alternatives: Visioning Wall in public space, Photovoice</p>	Flyers and Social Media Posts to promote the event	Topic Areas: Community and Housing Core Values: Equity/Fairness and Security/Safety
	Slide deck to inform during the event	
	Elevator speech to initiate conversation and networking	
<p>Call to Action:</p> <ul style="list-style-type: none"> • "Share your vision! What does a climate-friendly future look like to you?" 		
<p>Follow Up:</p> <ul style="list-style-type: none"> • Synthesize and document a draft of the shared vision for the CAP • Solicit feedback on the draft and refine the vision during future phases of the CAP 		

Phase II: Developing Strategies

Purpose of community engagement during this phase:

- Listen and Learn About:
 - Goals and potential targets the public aims to achieve through the climate action plan
 - Strategies community members want to see implemented to address climate change
- Inform and Cultivate Understanding About:
 - Information and stories shared by community members during Phase I of the CAP – including the community's vision for the future and the its climate-related interests, understanding, and needs
 - Common climate change issues or concerns raised during Phase I of the CAP and possible solutions to address them
- Inspire and Motivate Action Around:
 - The draft climate action vision and participation in strategy development



Engagement Strategies & Tools





Given the more technical purpose of strategy development, the Task Force should consider the following when customizing its Phase II strategies and tools:

- Prioritizing more targeted, in-depth engagement with subject matter experts and community leaders to develop strategies for the CAP
- Prioritizing an efficient and widespread method of outreach to recap findings from Phase I engagement, seeking feedback to refine and align on CAP vision before it is finalized

Engagement Toolkit Links

- Customized Plan Template
- [Engagement Directory](#)
- Phase II Engagement Tools (Pending)
- Engagement Feedback Tracker

Customized Engagement Plan - Phase II Example

Customizing Engagement Strategies Example <i>For Phase II of CAP Engagement</i>		
 <p>Purpose: Strategy development for GHG Inventories and Vulnerability Assessment Community Member Group(s): Subject matter expertise, those who will help implement strategies, and those who will be impacted by the strategies</p>		
<p>Method of Outreach <i>Based on engagement phase purpose, Task Force capacity, and the public's capacity.</i></p>	<p>Engagement Tools (Created by 4E)</p>	<p>Messaging: Topic Areas and Core Values</p>
<p style="text-align: center;"></p> <p>Priority: 4 public workshops organized by the following topic areas (4E Led)</p> <p>Going for Depth -4 Public Workshops will be held across the topics of Transportation, Buildings & Energy, Natural Environment, and Social Engagement to develop strategies for the GHG Inventories and Vulnerability Assessments -The Task Force should include community members who offer subject matter expertise and lived experience (including those who will help implement the CAP and be impacted by these strategies).</p>	<p>Flyers and Social Media Posts to promote the event</p> <p>Slide deck to inform during the event</p> <p>Elevator speech to initiate conversation and networking</p>	<p>Topic Areas: Transportation Buildings & Energy Natural Environment Social & Economic</p> <p>Core Values: Equity</p>
<p>Call to Action:</p> <ul style="list-style-type: none"> “Share your strategy ideas! What goals and targets do you want to achieve through the CAP? What strategies should be implemented?” 		
<p>Follow Up:</p> <ul style="list-style-type: none"> Synthesize and document the goals, metrics, and strategy ideas suggested by the public 		
 <p>Purpose: Refine vision and share feedback from Phase I engagement Community Member Group(s): All points of contact</p>		
<p>Method of Outreach <i>Based on engagement phase purpose, Task Force capacity, and the public's capacity.</i></p>	<p>Engagement Tools (Created by 4E)</p>	<p>Messaging: Topic Areas and Core Values</p>
<p style="text-align: center;"></p> <p>Optional: Utilize print and/or digital communications for validating draft visioning and sharing feedback from Phase I (Task Force Led)</p> <p>Going for Breadth -For refining the CAP vision and sharing feedback from Phase I, it is important to reach a wide audience. As such, the Task Force should use an efficient and widespread method of outreach with all points of contact across all community member groups and residents during this phase of engagement.</p>	<p>Printed flyers for Senior Residents</p> <p>Digital newsletter for Business Leaders and Business Owners</p> <p>Social media posts and printed flyers for all others</p>	<p>Topic Areas: TBD Based on Phase I Visioning Feedback</p> <p>Core Values: TBD Based on Phase I Visioning Feedback</p>
<p>Call to Action:</p> <ul style="list-style-type: none"> “Please review the draft vision statement for the CAP which was shaped by community input. Email our Task Force with additional feedback as the Team works to finalize this shared vision for our community's future.” 		
<p>Follow Up:</p> <ul style="list-style-type: none"> Synthesize and document the feedback and suggested edits to the vision that are suggested by the public 		

Phase III: Honing Strategies

Purpose of community engagement during this phase:

- Listen and Learn About:
 - Hopes and concerns for CAP implementation
 - The types of climate actions community members would like to lead and which they would like public leaders to lead
 - The resources community members need to take action and implement strategies
- Inform and Cultivate Understanding About:
 - Draft goals, targets, and strategies developed in Phase II of the CAP, seeking feedback to refine and align on these plan elements before finalizing the CAP
 - Common climate change issues or concerns raised during Phase II of the CAP and possible solutions to address them
- Inspire and Motivate Action Around:
 - The climate action vision, participation in strategy refinement, and upcoming finalization of the plan



Engagement Strategies & Tools





Given the purpose of strategy refinement, which equally impacts CAP implementation leaders and the general public, the Task Force should consider the following when customizing its Phase III strategies and tools:

- Balancing the engagement approach between those who will be responsible for implementing the CAP and those who will be impacted by the plan, seeking feedback to refine and align on final goals, targets, and strategies developed during Phase II of the CAP

Engagement Toolkit Links

- Customized Plan Template
- [Engagement Directory](#)
- Phase III Engagement Tools
- Engagement Feedback Tracker

Customized Engagement Plan - Phase III Example

Customizing Engagement Strategies Example <i>For Phase III of CAP Engagement</i>		
 <p>Purpose: Review, refine, and ensure community alignment on strategies developed in Phase I Community Member Group(s): All points of contact</p>		
Method of Outreach <i>Based on engagement phase purpose, Task Force capacity, and the public's capacity.</i>	Engagement Tools (Created by 4E)	Messaging: Topic Areas and Core Values
<div style="text-align: center;">  <p>Priority: Community-wide survey to gather public input on the draft strategies (4E Led)</p> </div> <p>Going for Breadth Community members were asked for in-depth engagement during the Phase II strategy development workshops. Now, in Phase III, the Task Force will reach a wider audience using a survey to confirm alignment and refine CAP strategies based on broad public input.</p>	<p>Flyers & Social Media Post to promote the survey</p> <hr/> <p>Printed Survey for those without computer access</p>	<p>Topic Areas: TBD Based on Phase II Workshop Feedback</p> <p>Core Values: TBD Based on Phase II Workshop Feedback</p>
<p>Call to Action:</p> <ul style="list-style-type: none"> “Share your input! Do you agree with the CAP’s portfolio of strategy? What’s missing? Which strategies would you like to help implement? Which should be led by public leaders? What resources do you need to help support the strategies?” 		
<p>Follow Up:</p> <ul style="list-style-type: none"> Synthesize feedback and update/refine CAP strategies as necessary Provide the resources that the public indicated they will need to support CAP implementation 		
 <p>Purpose: Share resources or possible solutions to the public’s climate change issues or concerns raised in early engagement phases Community Member Group(s): All points of contact</p>		
Method of Outreach <i>Based on engagement phase purpose, Task Force capacity, and the public's capacity.</i>	Engagement Tools (Created by 4E)	Messaging: Topic Areas and Core Values
<div style="text-align: center;">  <p>Optional: Utilize print and/or digital communications for sharing resources or possible solutions to the public’s climate change issues or concerns (Task Force Led)</p> </div> <p>Going for Breadth As the Task Force has listened and learned from community members during earlier phases of engagement, the public has likely raised issues or concerns that apply to a wide audience. Use an efficient and widespread method of outreach with all points of contact to share resources or possible solutions to these commonly shared climate problems or questions.</p>	<p>Printed flyers for Senior Residents</p> <hr/> <p>Digital newsletter for Business Leaders and Business Owners</p> <hr/> <p>Social media posts and printed flyers for all others</p>	<p>Topic Areas: TBD Based on Phase I and Phase II Feedback</p> <p>Core Values: TBD Based on Phase I and Phase II Feedback</p>
<p>Call to Action:</p> <ul style="list-style-type: none"> “Interested in putting these resources and solutions into action? Join the CAP Cohort mailing list using the ‘Get In Touch’ form at www.somainecapcohort.com to learn about ongoing opportunities to participate in implementation of the Climate Action Plan!” 		
<p>Follow Up:</p> <ul style="list-style-type: none"> Share future engagement and implementation opportunities with the subscriber list Update the Task Force directory with community members interested in supporting implementation 		

Phase IV: Finalizing and Adopting

Purpose of community engagement during this phase:

- Listen and Learn About:
 - Hopes and concerns for CAP implementation
 - The elements of the CAP that community members would like to help implement and what resources they need to support the plan
- Inform and Cultivate Understanding About:
 - The final Climate Action Plan and next steps for community members during implementation
- Inspire and Motivate Action Around
 - Official adoption of the Climate Action Plan by the municipality if that is the desired outcome and participation in the upcoming implementation of the CAP

Inclusive Engagement → Equitable Planning

Reminder: Before you move on to the next phase of implementation, make sure you've incorporated input from those who are or have been:

 Underrepresented
Underserved
Disproportionately impacted by climate change impacts and policies

Community-Supported Implementation → More Impactful Outcomes

Deploy an inclusive engagement plan during strategy finalization to prepare community members for implementation. Their support will help ensure the CAP doesn't sit on a shelf. Through collective action, the community can achieve greater outcomes.

Engagement Strategies & Tools





Given the purpose of finalizing the CAP and preparing to implement, the Task Force should consider the following when customizing its Phase IV strategies and tools:

- Prioritizing more targeted, in-depth engagement with CAP implementation leaders
- Prioritizing an efficient and widespread method of outreach to those who will be impacted by the plan and play more of a supporting role

Engagement Toolkit Links

- Customized Plan Template
- [Engagement Directory](#)
- Phase IV Engagement Tools
- Engagement Feedback Tracker

Customized Engagement Plan - Phase IV Example

Customizing Engagement Strategies Example <i>For Phase IV of CAP Engagement</i>		
 <p>Purpose: Inspire action around official adoption of the Climate Action Plan and participation in the upcoming implementation Community Member Group(s): Potential implementation leads and partners</p>		
Method of Outreach <i>Based on engagement phase purpose, Task Force capacity, and the public's capacity.</i>	Engagement Tools (Created by 4E)	Messaging: Topic Areas and Core Values
<div style="text-align: center;">  <p>Priority: Utilize combination of events, print, and digital communications for spreading awareness about CAP implementation (Task Force Led)</p> <p>Going for Depth To prepare for CAP implementation, consider hosting an event with potential lead and partner organizations to ensure their understanding of the CAP and how to prepare for next steps.</p> <p>Going for Breadth For spreading awareness of the CAP implementation, let as many people know about the process and ways to get involved. Use an efficient and widespread method of outreach with all points of contact, across all community member groups and residents during this phase of engagement.</p> </div>	<p>Flyers and Social Media Posts to promote the event</p> <p>Slide deck to inform during the event</p> <hr/> <p>Social media posts and printed flyers for all others</p>	<p>Topic Areas: TBD Based on Phase I - Phase III Feedback</p> <p>Core Values: TBD Based on Phase I - Phase III Feedback</p>
<p>Call to Action:</p> <ul style="list-style-type: none"> • "Thank you for serving as a lead or partner organization for the CAP implementation. What support or resources do you need to prepare for action?" • "Join the CAP Cohort mailing list using the 'Get In Touch' form at www.somainecapcohort.com to learn about ongoing opportunities to participate in implementation of the Climate Action Plan!" 		
<p>Follow Up:</p> <ul style="list-style-type: none"> • Share future engagement and implementation opportunities with the subscriber list • Update the Task Force directory with community members interested in supporting implementation 		
 <p>Purpose: Inspire action around official adoption of the Climate Action Plan and participation in the upcoming implementation Community Member Group(s): All points of contact</p>		
Method of Outreach <i>Based on engagement phase purpose, Task Force capacity, and the public's capacity.</i>	Engagement Tools (Created by 4E)	Messaging: Topic Areas and Core Values
<div style="text-align: center;">  <p>Optional: Host a walking tour to showcase the public assets that will benefit from the CAP Plan (Task Force Led)</p> <p>Going for Depth Garner additional support and motivate action by using a more in-depth method of outreach with the public to demonstrate first-hand how the CAP will benefit the community.</p> </div>	<p>Flyers and Social Media Posts to promote the event</p> <hr/> <p>Elevator speech to initiate conversation and networking</p>	<p>Topic Areas: TBD Based on Phase I - Phase III Feedback</p> <p>Core Values: TBD Based on Phase I - Phase III Feedback</p>
<p>Call to Action:</p> <ul style="list-style-type: none"> • "Join the CAP Cohort mailing list using the 'Get In Touch' form at www.somainecapcohort.com to learn about ongoing opportunities to participate in implementation of the Climate Action Plan!" 		
<p>Follow Up:</p> <ul style="list-style-type: none"> • Share future engagement and implementation opportunities with the subscriber list • Update the Task Force directory with community members interested in supporting implementation 		

Appendix

Promising Practices for Effective Climate-Action Engagement

Active Listening - Understand, reflect on, and respond to what others are saying

Active listening goes beyond hearing or reading the ideas of others. There are many important strategies for active listening that create a more comfortable environment for the speaker and the listener, and thus lead to better communication outcomes. The use of open ended, non-leading questions and time for silence for people to process and develop their responses will generate more thoughtful dialogue. Active listening also involves reflecting on what you hear and affirming your understanding of those with whom you're engaging. It is helpful to summarize your takeaways and align on the key points being made with the speaker. Finally, it is important to acknowledge and show appreciation for the feedback and explain how their input will be used to inform next steps in the planning process.

Utilize Metaphors - Talk about the real world, not abstract ideas

Data points can feel overly cold and detached from the average person's daily life, even if discussion of global average temperature targets is important from a scientific perspective. Instead, use clear language and examples familiar to communities to convey climate change information.

Metaphors provide a way of seeing the unfamiliar in familiar terms by applying knowledge from one experience to another. For example, describing the Earth's atmosphere as a greenhouse trapping carbon dioxide and raising global temperatures can help put climate change effects into perspective with vivid visual imagery for the audience.

Emphasize Storytelling - Make climate change solutions local, relevant, and urgent

Talk about effects that have already occurred or are likely to occur. Doing so puts these changes into perspective for communities and makes the impacts of climate change feel particularly close to home, encouraging residents to embrace urgent actions. Use the ABT method (And-But-Therefore) to convert your message into a story:

- *And*: The exposition, or the the introduction, includes characters, setting, and time
- *But*: The conflict, includes the problem or need
- *Therefore*: The resolution, includes the call to action

Examples of local climate change effects relevant to the Southern Maine region include the widespread impacts of sea level rise and the loss of traditional fishing economies from warming ocean water.

Apply Visuals and Imagery - Articulate your point effectively and efficiently

Choosing images and graphs is just as important to do in an evidence-based way as when issuing verbal and written communication. The ideal image to share climate change information is one that conveys a complex idea in an easily understood way to communities.

The acronym MADE is a great guide to choosing the most effective visual to get a point across. It encourages consideration of:

- Message
- Audience
- Design of the visual
- Evaluation of the visual

Consider the Messenger and Diverse Channels of Communication - Select the most effective person or group to lead communications and use diverse channels of outreach to ensure inclusive, effective engagement

Task Force members may engage certain communities directly or have community partners with established relationships conduct the outreach with Task Force support. Hearing information about climate change can feel more compelling coming from a trusted community member than from someone not well-known to the community. Additionally, the Task Force should use diverse channels and forms of communications (e.g. print and digital, short-form and long-form) to ensure inclusive engagement that reaches intended audiences.

Be Mindful of Planning Fatigue - Keep the time commitment for the public in mind and let them know why their feedback is important

Communities have limited capacity to address climate change planning, and this should be considered when structuring the overall engagement process. One way to balance the time commitment for community members is to prioritize who to involve, to what extent, at what phases. For each community member or group, the engagement plan should balance in-depth and more brief engagement based on the phases of planning that are most relevant to them. The Task Force should also articulate the purpose of the engagement and ensure community members understand why they are being asked to participate. Doing so will help avoid planning fatigue and reduce the risk that community members feel overwhelmed by the task at hand and lose interest.

Balance Breadth vs. Depth - Determine the extent of engagement needed by whom, at which phases

The most effective level of engagement may vary depending on the community's interest, understanding, and needs. To gauge the level of engagement necessary, consider if detailed feedback from a smaller audience or higher level feedback from a wider audience is needed from the Taskforce. Depending on the information they are looking to gather, the breadth and depth of engagement suitable for these tasks will change accordingly.

Messaging: Topic Areas and Core Values

For effective engagement, the Task Force should tailor its communication messaging based on the topic areas and core values that are most relevant to various audiences, particularly for more in-depth engagements such as group presentations and one-on-one discussion.

Topic areas are specific subject matter themes within the overarching topic of climate action. **Core values** are key beliefs that drive a person's actions and behaviors. It is important to consider relevant topic areas and core values whether the Task Force is asking questions and listening, sharing knowledge and resources, or inspiring and motivating action.

The tables below provide types of topic areas and core values that may be relevant to members of the Task Force's community, and examples of how to tailor communications based on specific audiences.

Topic Areas: Subject matter themes
<ul style="list-style-type: none"> • Community • Finance and the economy • Housing • Transportation • Health • Recreation and leisures • Statewide leadership and legacy
Core Values: Key beliefs that drive a person's actions and behaviors
<ul style="list-style-type: none"> • Equity/Fairness • Security/Safety • Autonomy/Freedom • Work Ethic • Efficiency/Waste Reduction • Environmental protection/Naturalness

Examples of Tailoring Messaging Based on Topic Areas and Core Values of Your Audience			
		Topic Areas	
		Community	Finance and the economy
Core Values	Equity/ Fairness	Impacts to community members and assets we care about, for example, seniors living in older homes or small businesses	Financial assistance programs, emphasizing those available to all and those available to those disproportionately impacted by the effects of climate change
	Security/ Safety	The element of Mainers' core identity to do one's part and confidence that this will be reciprocated	Impacts of climate migration – in and out – on the economy (labor force, local spending, etc.)
	Autonomy/ Freedom	Maine's strong education system as a means for promoting decision making	Tax implications and funding opportunities
	Work Ethic	Maine's history of leadership in fields like forestry and shipbuilding	The opportunity for Maine to lead in green technology and jobs
	Efficiency/ Waste Reduction	Reducing out-of-state spending for oil and other fossil fuels	Business operating expenses and personal costs (e.g. home and health)
	Environmental protection/ naturalness	Maine's pride in the beauty and bounty of its land, sea, and natural resources	Industries reliant on natural resources and space (e.g. agriculture, aquaculture, tourism)

Additional Resources

Promising Practice Details and Examples

[Principles for effective communication and public engagement on climate change](#)

[Climate Communications: Best Practices](#)

[Maine Climate Table's Communication Toolkit](#)

[Effective Listening Skills](#)

Additional Communication Examples

[#MaineWontWait Video](#)

[Jill Pelto's Climate Visualizations](#)

[Ice Watch Paris's Public Art](#)