
Draft Community Engagement Strategy

Developed by The Community Advisory
Committee

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Why do we need a community engagement strategy?

- City government directly controls only 5% of greenhouse gas emissions
- People who live in Boston create about 40% of the greenhouse gases through energy use in homes/apartments and transportation
- What each person and household does makes a difference. Everyone needs to get involved for Boston to reach its goals

What will the strategy do?

- **Create a sense that we are all in this together** by encouraging individuals, groups, organizations, businesses and entire neighborhoods to get involved
- **Connect climate issues to broader concerns** about health, quality of life, community well-being so people will be inspired to change how we live as a community
- **Encourage community involvement in policy development** and implementation at the city, state and national levels

Five-Part Community Engagement Strategy

1. Tools for individual action
2. Citywide education and media campaign
3. Neighborhood-based action
4. Community involvement in policy and implementation
5. City government leads by example

1. Tools for Individual Action

- A. Toolkits and tips for concrete action, such as:
 - Energy efficiency programs for existing buildings
 - Reduced car use
 - Eat lower on the carbon food chain
 - Individual behavior change strategies
- B. Toolkits and tips for involvement in policy development, such as:
 - Ensuring the availability of efficient and affordable mass transit
 - Reducing reliance on fossil fuels for transportation and electricity generation
 - Lowering the energy use requirements of new buildings
- C. Website that features:
 - Access to toolkits (see above)
 - Interactive features: blog, chat, submit ideas
 - Ways to track individual and neighborhood progress toward specific goals
 - Links to incentive programs
 - Multiple languages
- D. Outreach and education resources for partner organizations
- E. Face-to-face, peer support networks

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2. Citywide Education and Media Campaign

- A. Bold, creative, highly visible public communications campaign using traditional and new media, for example:
 - a) Ads on MBTA, posters, television, radio, billboards, solar trash cans
 - b) Youth art/poster contest
 - c) Professional sports team involvement
 - d) Street banners
 - e) Storytelling and photo projects
 - f) Apps for Iphone, Blackberry
- B. Social media to create buzz and establish relationships
- C. News coverage to supplement ad placements
- D. Goals and feedback loops to track and communicate progress
- E. Incentive programs
- F. Links to existing citywide efforts
- G. Targetted messages for specific groups or communities

2. Citywide Education and Media Campaign

What “tag line” motivates you?

- A. Green a little, change a lot... What will *You* do today?
- B. Green a little, change a lot... Make a change, so the climate doesn't have to
- C. IMCool: Boston. We're changing the climate for good
- D. Renew Boston
- E. From Beantown to Greentown
- F. Cool Boston

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3. Neighborhood-Based Action

- A. Strengthen or create neighborhood networks or task forces
- B. Focus on greening high-visibility, local institutions
- C. Empower local organizations and networks to facilitate the “roll out” of programs in a visible, coordinated way. For example:
 - Block by block organizing
 - Incentives and recognition programs
 - Neighborhood information centers
 - Ad campaign/signs for shop windows
- D. Engage children and youth. For example:
 - Greening schools
 - Science curriculum
 - Influence their parents
 - Digital stories, art/poster contests
 - Competitions to get involved in specific programs

3. How can City Government Support Neighborhood-Based Action?

- A. Empower community organizations and collaborations; support innovation and local ownership
 - ❑ Develop sustainable funding sources
 - ❑ Support a central organization that can coordinate efforts across the city and facilitate the sharing of information, strategy and best practices.
- B. Engage city government staff in outreach
 - ❑ To neighborhoods, keeping in mind the city's diversity
 - ❑ Have a specific point person for climate action
- C. Create links between a variety of residents, businesses and government agencies
- D. Encourage visible campaigns, such as:
 - ❑ Inter-neighborhood competitions
 - ❑ Identify “shovel ready” projects
 - ❑ Ad campaign linked to citywide campaign, with signs for shop windows

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4. Community involvement in policy and implementation

- A. Create ways to set goals, measure progress and communicate to residents and organizations what they are doing/what's working
 - Set goals and milestones by time frame, by sector, by neighborhood
 - Include measures related to equity and community involvement as well as GHG reduction and other climate metrics
 - Report quarterly or semi-annually (via reports, on-line, meetings)
- B. Continue the role of the Climate Action Leadership and Community Advisory Committees in ongoing policy development and program design

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5. City Government Leading by Example

A. Improving Buildings, Structures and City-owned Vehicles

- Energy efficiency in municipal buildings
- Hybrids, electric and alternative fuel vehicles in the City fleet

B. Using More Clean Energy Sources

- Increased use of electricity from renewable sources for city operations, including solar, wind turbine at City Hall and biomass projects
- Solar and combined heat-and-power units in schools and other city buildings

C. Managing Other Resources

- Expanded recycling programs
- Tree planting

Renew Boston

One-stop shopping for residents and businesses interested in energy efficiency and renewable energy, including:

- Beginning-to-end coordination and assistance (technical, administrative, financial) working with utilities and their vendors
- Monitoring and verification

Renew Boston - Goals

- Reduce total energy consumption and GHG emissions
- Reduce electricity demand (14 percent by 2017)
- Increase Boston's solar power installations (x12)
- Stimulate green industries and create green-collar jobs

1. Which parts of the strategy do you think are going to be the most important or useful in engaging your neighborhood/community?
2. Which parts of the strategy do you think will not be important or useful in engaging your neighborhood/community?
3. What messages should Renew Boston use to motivate residents and businesses to undertake significant energy efficiency work in their homes and businesses?