

**Boston Climate Action Planning Process  
Community Advisory Committee Meeting  
December 10, 2009 5:00 – 8:30 p.m.  
Codman Square Health Center, Dorchester**

Co-Facilitators: Cynthia Silva Parker, IISC and Dr. Jonathan Raab, Raab Associates

**GROUP MEMORY**

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## Meeting Summary

This meeting focused on two main topics: the community engagement workshops and the longer-term community engagement strategy.

RE: Community Engagement Workshops:

- We developed a shared understanding of progress to date on neighborhood clusters, locations and dates.
- We reviewed two versions of a workshop agenda: one with three rounds of small group discussions and one with two rounds. We accepted the Engagement Working Group's recommendation to go with two rounds.
- We discussed the model of seeking community-based partners to do outreach for the workshops, reviewed an initial list of potential partners and a partner outreach letter, and identified specific people and groups that we will approach about becoming partners.

RE: Longer-Term Engagement Strategy:

- We discussed a series of choice points that will shape our strategy, building on initial thinking by the Engagement Working Group. We developed a consensus on the goal of the strategy – that it should be broadly focused on changing the way we live and on the quality of life in our communities, not narrowly focused on specific energy efficiency behaviors.
- We also discussed several other choice points and began to sketch out elements of our engagement strategy. The Engagement Working Group will continue to develop the strategy, building on tonight's discussion.

### **Next Steps**

- Report out at Leadership Committee on January 26—Loie Hayes
- Next CAC Meeting Dates and Locations
  - February 9, 2010 5:00-8:30 location t.b.a.
  - April 1, 2010 5:00-8:30 location t.b.a.
- Dates to be announced for Engagement Working Group meetings (to continue working on engagement strategy and community workshops, and to plan next CAC meeting): add Susan Labandibar, Muriel Finegold to current Working Group list.
- Everyone should seek out Partners for community workshops. Cynthia Parker will email Partner Outreach Letter to all. Contact Andrea Nagel at IISC with information about potential and confirmed partners.

- Announcements:
  - Vigil tomorrow night; see Susan Labandibar for more information.
  - Smart Energy Team; Boston Climate Action Network (BostonCAN.org); next session meets January 7, 14, 21, 28. See Loie Hayes for more information.
- Check out a few articles related to what was mentioned during the meeting about activism vs. individual behavior change:
  - <http://www.washingtonpost.com/wp-dyn/content/article/2009/12/04/AR2009120402605.html><http://www.commondreams.org/view/2009/07/08>
  
  - <http://content.usatoday.com/communities/greenhouse/post/2009/12/stop-going-green-and-write-congress-instead-environmentalist-argues/1>
- Other: If you invite guests, please prep them for the meeting and let facilitators know in advance. RSVP to Susan Rivo [susan@raabassociates.org](mailto:susan@raabassociates.org)

## Detailed Meeting Notes

### Meeting Start Ups

#### Pre-reading

Review the “Community Engagement Typology Document” and be ready to refer to the various examples as they become relevant to our conversation. (We will not be reviewing each example individually during the meeting.)

#### Agenda and Desired Outcomes

##### 5:30—5:40 Start Ups

##### 5:40-6:20 Community Engagement Workshops

###### *Outcomes:*

- Shared understanding of clusters, progress to date
- Agreement to participate in process of seeking partners

###### *Topics and Activities*

- Clusters, dates, locations
- Community engagement workshop agenda
- Update on process for seeking partners

##### 6:20-8:20 Longer-term Community Engagement Options

###### *Outcomes:*

- Agreement on purpose of public engagement strategy
- Shared understanding of how Renew Boston fits into our overall plan
- Agreement on rough sketch of public engagement strategy

###### *Topics and Activities*

- Purpose of the longer-term engagement strategy (10’)
- Review engagement strategies and CAC’s choice points (10’)
- Overview of Renew Boston (‘5)
- Beginning to develop Boston’s Community Engagement Strategy (95’ in large and small groups)

##### 8:20-8:30 Close the Meeting

#### **Participants**

**CAC Members:** Alice Leung, Brenda CottoEscalera, Brian Rawson, Carl Martin, Gloria Herrera, James H. McQueen, Janelle Chan, Jess Lerner, Loie Hayes, Mark Liu, Mark Rooney, Marlena Rose , Maureen McQuillen, Muriel Finegold, Nebulla Stephen, Pamela Bush, Rev. Terry Burke, Ruthella Logan Livingston, Ryan C. Foscaldo, Sierra Khan, Susan Labandibar, Victoria Nadel

**LC Liaisons to CAC:** Councilor John Connolly, Galicia Escarfullery, Rebecca Park ,

**Project Staff and Consultants:** Carl Spector, Bradford Swing, Jacob Glickel, Jonathan Raab, Susan Rivo, Cynthia Silva Parker

**Guests, Interns:** Alex McNaught, Brian Steele, Cynthia Lesch, Dayana Best, Fernando Herrera, Frezzia [last name?], Geralda Sylvain, Libby Mahaffy, Maya Copeland, ShayShay Jones, Wadi Muhammed, David Webster

## Community Engagement Workshops

### **Update on clusters, locations, dates**

*Galicia presented the neighborhood clusters that were developed by the Working Group, building on the work done in the October CAC meeting. Dates and locations are listed below.*

Neighborhood-Based Workshops--4:30-5:30 pm registration/dinner 5:30-8:30 pm meeting  
East Boston, Charlestown, Downtown, South Boston: Tues. March 2, 2010 @ Suffolk University **[NOTE: After the meeting it became clear that this location might not confirm after all.]**  
West Roxbury, Hyde Park, Roslindale, Jamaica Plain; Mon. March 8, 2010 @ W. Roxbury Elks Club  
Allston, Brighton, Fenway, Back Bay, Kenmore, South End: Wed. March 10, 2010 @ Boston University\*  
Roxbury, Dorchester, Mattapan, Jamaica Plain: Wed. March 15, 2010; Location to be determined

Youth-Focused Workshop—10-11 am registration/brunch 11-1 pm meeting  
Citywide; Sat. March 6, 2010; Location to be determined

### **Workshop Agenda**

*Jonathan reviewed two options for the workshop agenda, featuring either two or three rounds of presentation/small group discussion/polling. Comments included:*

- I like mitigation and adaptation as two focus areas, prefer 2 rounds
- What will you do with the information from the polling?
  - Information will include: demographics, testing some attitudes about climate change and the City's role in addressing it, testing some questions about specific mitigation, adaptation and public engagement strategies. This information will be feedback to the CAC and LC to finalize the Climate Action Plan.
- What's the objective of community meetings? Are you interested in feedback about what might work? Do you want them to come forward and get engaged in the process?
  - It's more about the former, testing what's in the plan; also a stepping stone to engagement. Renew Boston will be starting up around this time. We will be talking to people about that; getting them to sign up.
- As a way to get people to stick with the process after the workshop, create opportunities for participants to put in words why they are there (even if it's just to person next to them) to foster a sense of belonging and common interests; give them a chance to frame what the issue means to them.

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\* Confirmation pending

## **Partners for Community Engagement Workshops**

*Cynthia presented the Working Group's thinking about what partners will give/get from this process.*

The idea is to recruit partners who will see the community workshops as an opportunity to educate and engage their own constituencies; and who will follow up with participants after the workshops. In addition, there are other concrete ways that partners can support the process.

### **What we want Partners to give** (1 or more of the following):

- Meeting space for a group of 100-200 people
- Reach out to their constituents and help “fill the room”
- Reach out to other potential partners
- Identify skilled volunteer facilitators for table discussions
- Identify volunteers to handle registration and logistics at a workshop
- Link this workshop to their ongoing work and follow up with their constituents to support their continuing involvement in climate action

### **What Partners will get** (all of the following):

- Opportunity to further their own goals/educate your constituents
- Opportunity to connect their constituents to Renew Boston—access to concrete services/programs
- Recognition and opportunity to expand their networks
- Information, if desired, so their outreach is more effective

*Cynthia reviewed an outreach letter to potential partners (see appendix) and explained that the success of the workshops depends on each of us actively recruiting partners.*

See Appendix for current list of potential partners and who has agreed to reach out to whom.

## **Longer-Term Community Engagement Strategy**

### ***Purpose of the Longer-Term Community Engagement Strategy***

*John began by sharing the Working Group's initial thinking about the purpose of the strategy.*

The purpose of the longer-term community engagement strategy that the CAC will design is to find ways to get and keep people engaged, motivated and involved with climate action on an ongoing and long-term basis.

The strategy has to address such issues as:

- How to keep people focused on climate action as an issue
- How to reduce energy costs and create jobs
- How to deal with adaptation issues
- How to deal with action focused on energy conservation, solid waste, transportation, etc.
- How to connect top-down and bottom-up work

- How to reach the people who are not engaged at all and get them to take a few steps in the right direction
- How to connect people with existing resources, including Renew Boston

*A few additional thoughts about the purpose also emerged in our large group and small group discussions.*

- Increasing our resilience and the connections between people/community development because of the uncertainty that climate change introduces to our lives
- Shifting social norms, not just getting people to participate in utility programs
- Creating a new story, or meta-narrative, about how we want to live and be as a community; that will be created out of many small stories

## **Choice Points for Community Engagement Strategy**

### ***Choice Points for Developing our Strategy***

*Jonathan began with a few comments about the context of the CAC's work.*

- Copenhagen meeting: President Obama changed schedule to be there at end rather than beginning; speaks to hope that there will be a solid agreement
- EPA acknowledged health impacts of climate change; allows EPA to regulate GHG if Congress doesn't act
- The team is doing a lot of number crunching to determine how much GHG emissions can be reduced with the strategies that are on the table; looks like we can get to 20-25% GHG reduction, but a lot of things will have to happen and a lot of citizens will have to be engaged in reducing energy use, travel, etc. It will require huge engagement; public engagement is going to be essential to meeting targets for 2020 and the even bigger targets for 2050. The public engagement strategy is going to be very important.

*Jonathan then reviewed seven "choice points" that the CAC will need to consider as we develop the longer-term community engagement strategy.*

**1. Focus of Climate Action: Buildings, Transportation, Solid Waste, Other**

Choices:

- Focus on all, or some
- If some, which ones?
- If all, what about timing/sequencing?

**2. Goals: Educate vs. Catalyze Action**

Choices:

- Do we need to achieve both goals for each focus of action? Is there a different balance for each focus of climate action?

3. Roll Out Strategy: Early Adopter vs. Neighborhood Intensive

Choices:

- Should we seek out and equip early adopters to take action where ever they are?
- Should we roll out actions in a coordinated, intensive, geographically focused way?
- Should we make different choices for different focus areas?

4. Primary Communications Tools: On-Line, Face-to-Face, Traditional Media, or Hybrid

Choices:

- How many of these communications tools should we create/use to support our efforts?
- Should we create different tools for different focus areas or different audiences?

5. Channels for Action: Renew Boston, plus what else?

Choices:

- Should we rely solely on Renew Boston as a vehicle (initiative/campaign/option) for concrete action?
- For any others should we join Existing Engagement Efforts or Create New Ones?

6. Centrally organized and branded // decentralized

Choices:

- Will there be centralized brand, message, and/or mechanisms for action?
- If so, what/how? If not, what/how?

7. Differentiate by Target Audiences:

Choices:

- Which target audiences will need specialized/targeted initiatives?\_e.g., Renter/Homeowner; Income Levels; Small Business Owner; Institutional; Race, Ethnicity, Language; Age/Generation; ; Early adopter/influenceable middle/late adopter/resister;
- Will this differ by the focus of climate action?

8. Other considerations raised in large group discussion:

- Financing strategies for whatever we come up with?
- How are you going to actually reach out in the communities?

**Renew Boston Overview**

*Carl gave an overview of Renew Boston so that we could place it in the context of our engagement strategy.*

- The money to fund Renew Boston comes from the federal government and utility companies. An estimated \$60 million/year will be available for energy efficiency in Boston alone.
- Renew Boston is a framework for using that money wisely and getting it into the neighborhoods in Boston. It's focus is to help residents plug into existing programs by the utility companies. It will play three roles:
  - Actively guide residents and businesses through the energy retrofit process

- Make sure residents and business have access to the financial, technical and management resources to do energy retrofits and solve problems along the way
- Verify and measure the results of all that work
- Pilot happening now in about 100 homes in Dorchester. Some training programs in Chinatown to do the energy efficiency work
- Outreach:
  - Renew Boston staff are working with neighborhood groups to get the word out
  - Linking energy efficiency audits with housing inspections

## Q&A

- Is the pilot the only programmatic stuff that will be in place before April?
  - *In flux... looking to bring other steps before full program is unveiled in spring; still in gestation... there are intermediate steps*
- What percentage of pilot is completed?
  - *Don't know. Goal was 150 homes*
- How did they get the pilot homes nominated?
  - *Working through Mass Energy Consumers Alliance; members were picked by the Alliance*
- Are the programs based on income guidelines? Open to general population?
  - *Utility programs serve all residential and commercial customers; when it's at scale it will be open to everyone*
  - *That said, the major focus of Renew Boston is households at 60% - 120% of median income. Below that there are already subsidies; beyond that many can afford to do retrofits without assistance*
- How is Boston planning to work with utilities to do outreach?
  - *Utilities are increasing their outreach; changes in law are making more funds available. As Boston was starting this program, it made no sense for the City to create another structure because the utilities already had a structure in place. The idea is that a resident could come to Renew Boston and the City could direct the person or business to the right utility program and help the resident through the process. If there are problems, the person could come back to Renew Boston for help and more information.*
- From your sense of how much the City aims to reduce GHG emissions from overall plan, and what you know about the amount of funding available for community residents to mitigate their own emissions, do you think the solution will be largely about connecting residents to resources? Or will that only be a part of it, and we need a larger movement that is not tied to existing funds? Is it going to take a lot of public education just to get people into existing programs? Or will there be more energy than that, and will we have to channel that energy into other things?
  - *Think it will take a lot of energy to get residents to fully subscribe to the programs that are designated; and, we want to go beyond that. Even if the utilities meet their goals for energy efficiency, that will not get us to our GHG emission reduction goals by 2020. There are a lot of things in the transportation arena, changes in homes, waste and recycling. All of these things need to be done to reach our 2020 and 2050 goals.*

- *Still, the energy efficiency pieces funded through the utility programs are a very big piece of what we need to do.*
- Under the new laws, will the utilities go beyond what they are currently doing with bigger residential buildings?
  - *Yes. We are very concerned about serving renters. 2/3 of Bostonians rent their homes. So that's a major focus.*
- \$60 million/year, is that from utility companies only?
  - *Yes.*
- Given that 75% of emissions come from buildings, shouldn't there be an emphasis to lead by example, make schools, city buildings more efficient; also pushing other large buildings to lead by example?
  - *Yes. There are a half-dozen of the Leadership Committee's recommendations to strengthen the City's "lead by example" initiatives. We can share that a future meeting.*
  - *Part of the funding from the Recovery Act is establishing an energy efficiency office*
- Any concern about historic buildings? Are we setting up a battle between environmental activists and historic preservation?
  - *The City is very aware of the potential for conflict; we have already had 6+ meetings with the Landmarks Commission. We're trying to set up more systematic way to address it. There is no desire to destroy the historic fabric of Boston; and we have to think through how we can make those buildings more energy efficient.*

### **Choice Points—Initial Thinking by Engagement Working Group, Plus Tonight's Discussion**

*Nebbie reviewed the Engagement Working Group's initial thoughts about the choice points. We then discussed two choice points as a large group, before breaking into smaller groups (organized by our birth months) to discuss the rest. These notes combine the comments from the Working Group, tonight's large group discussion, and the break out groups, organized by the choice points.*

#### **1. Focus of Climate Action: Buildings, Transportation, Solid Waste, Other**

*Choices:*

- Focus on all, or some
- If some, which ones?
- If all, what about timing/sequencing?

*Working Group Comments:*

- Given that 75% of total GHG emissions come from buildings, should we focus on buildings first? We need to review data from residential emissions before we decide on this.
- Also, if we do focus on a few things, how do we make sure that we don't lose focus on broader societal change/behavioral changes that can otherwise be lost?

- Integrate environment/climate action with health, housing, aspects of daily well-being (E.g., Breathe Easy, a collaboration between the City’s environmental, public health and inspectional services departments to include energy audits in housing inspections for households with severe childhood asthma cases)
- Create an overarching set of goals that everyone knows about and is taking seriously, with measurement of progress

*Summary of large group discussion (see details below)*

- Take a holistic approach
  - Tie climate action to broader quality of life concerns
  - Make resources available for all kinds of action
  - Consider sequencing attention on different activities/actions
  - Balance holistic/comprehensive approach with avoiding information overload/overwhelming people
- Let’s not lose the importance of mass cultural change, one person at a time; important to change how we live/what we do on a daily basis.
  - Create multiple ways for people to engage
  - Emphasize changing life style, beyond energy efficiency/retrofits to buildings
  - Establish clear goals and create short-term wins that can create momentum
  - At neighborhood level, create visibility: e.g., focus on communal buildings like schools and institutions
- For bottom-up actions especially, let neighborhoods determine; Some neighborhoods might be more ripe for transportation strategy, others might have more needs for buildings focus
- Wondering if activism should also be a focus. I.e., NYT article “Stop going green” about the fact that individual efforts cannot solve the climate crisis; need appropriate resources and government action to make sufficient progress. *See next steps for links to article.*

*Details of Large Group Discussion*

- Given so high a percentage of GHG comes from buildings, focus on that first, phase in transportation. But I don’t think we should exclude any of them
- Combination, but know City is just now starting with the big blue recycle bins. Maybe enhance the recycling efforts. In my neighborhood not everyone is on board and a lot of the bins are empty; tying this to solid waste might be a way to bring it all together and make the connections.
- Would urge a holistic approach, recognizing that buildings are a large portion of our footprint. And, it’s more complicated than that. If you looked at our consumer habits, or diet, then different sources of emissions would be a larger part of it. Would prefer a holistic approach, also give a lot of time to what’s already in place. The problem is so complex you don’t want to oversimplify
- If you over-diversify strategy, you tend to revert back to the mean. Take baby steps first. Start with something where we can make progress first, then go on to tackle bigger challenges.
- Weigh in on holistic approach; want to reach as broad a constituency as possible; there will be people who want to get involved but can’t do things with their housing—e.g., renters could change a light bulb but maybe cannot control much more in their housing

unit; but they could walk more/drive less. To reach the broadest number, take broad approach

- Agree with broader approach from my own perspective but I know people get overwhelmed. The war is escalating, a lot is going on, it's hard to focus on everything. Might be best to reach out around everything, have info about everything, but put most effort into a few things and grow from there as a practical matter
- Because we have different people in different communities, I feel like each person within a specific community should focus on a different topic and then all switch. Let's say I wanted to focus on improving the apartments and getting people to recycle. I'll be working on that. Let's say you live in Roxbury, you could be working on getting people to use public transit more. When we come back to meetings like this, you take what I have, I take what you have and go from there.
- Agree with limited approach; in a community effort as distinct from the funded (e.g., Renew Boston) effort, it should be a community decision. In the funded effort, it will be focused on houses. In community effort, it is important that anyone in the city can relate to and find in their neighborhood, but it's got to be achievable. We want to have a collective effort we can win. If we win round 1, you have energy for a bigger more ambitious round 2. If it's buildings in round 1, make it communal spaces, like schools, not homes, to foster communal efforts.
- Echo... hybrid approach is important. Like to focus narrowly. Buildings are important, but that might be more institutions and businesses. The community aspect, buildings addressed through utilities, then other changes at community level. That would be more achievable.
- Seems like for buildings, already resources delegated towards it; already built in incentives re: utility bills; tie more holistic things into those things. They are an entry way because there is already a personal benefit. Tie other things to that
- NYT article "Stop going green." Individual efforts cannot solve the climate crisis; the writer urged us all to become climate activists. Buildings, transportation, etc. Without appropriate resources and government action, we are not going to make sufficient progress. Wondering if activism should also be a focus.
- Echo a few comments: the importance on buildings, focusing on particular GHG reductions/big ticket items that can create large decrease in emissions; I worry about/think groups like this are responsible to do, lot lose the importance of mass cultural change, one person at a time; important to change how we live. We can have a big impact on that. Worry that our politics and policy debates take us to the big ticket items; that will be meaningless if we don't ultimately change how we live our lives on a daily basis; has to be a huge part of what we do on a daily basis

## 2. Goals: Educate vs. Catalyze Action

### *Choices:*

- Do we need to achieve both goals for each focus of action? Is there a different balance for each focus of climate action?

### *Working Group Comments:*

- All—different goals for different target audiences

### *Large Group Discussion*

- Students reported that climate change was probably most important issue that they should care about, but can't seem to
- If enough people are educated throughout the community, that's the best way to reach neighbors
- People tend to shut down because the science of climate impact seems so dire; need to emphasize there are things that can be done, and they and community will gain a lot from doing them (e.g., decrease reliance on foreign oil, warmer houses, cleaner air).
- Need inspiration and vision about what the City can become (applause).
- Renew Boston should get people's attention
- Need to get out a "Hope/Yes We Can" message to get neighborhoods to come together for something positive
- We need to engage people in a bigger conversation; this effort needs to be about changing how we live, not just making our homes more energy efficient
- More than a few changes are needed

### *August – December Group*

- Increasing resilience; connections between people; community development because of the uncertainty that climate change introduces to our lives
- Shifting social norms
- Creating a new meta-narrative out of many small stories

## 3. Roll Out Strategy: Early Adopter vs. Neighborhood Intensive

### *Choices:*

- Should we seek out and equip early adopters to take action where ever they are?
- Should we roll out actions in a coordinated, intensive, geographically focused way?
- Should we make different choices for different focus areas?

### *Working Group Comments:*

- Identify early adopters // get people working on the ground
  - Work with partners to identify leaders/early adopters
  - Equip community leaders and these early adopters to go out to their neighbors (e.g., scripts/questions and answers, steps to take, etc.)

### *January – July Group*

- Want early adopters:
  - Don't focus on them doing *their* house, get *their* Pruis but use them as an engagement strategy
  - Toolkits to help them reach out
- Try to green key institutions within each neighborhood—libraries, schools, community centers. Get community involved in that process, use that to move back out to individual homes and businesses.
- Get children fired up by greening schools and also through curriculum; way to get to their parents as well as engage them as budding citizens

### *August – December Group*

- Hybrid, not either/or; we will continue to identify them and they will self identify; but this process has to be neighborhood intensive
  - Government action/program—geographically systematic
  - Grassroots – tailored; also a vehicle for access to government programs
- Neighborhood level visibility
- Engaging people in multiple workshops—Ask some residents come to more than one of our workshops to build relationships and practice telling our stories with each other
- Block by block organizing with incentives for collective action; e.g., Renew Boston has the “Gold Star Neighborhood” when 50% of people get to some step

## **4. Primary Communications Tools: On-Line, Face-to-Face, Traditional Media, or Hybrid**

### *Choices:*

- How many of these communications tools should we create/use to support our efforts?
- Should we create different tools for different focus areas or different audiences?

### *Working Group Comments:*

- Make sure we have information on-line that is easily accessible
- Establish physical locations where the info can be accessed E.g., libraries, schools, community health centers
- Create resources for partner organizations (e.g., see equipping community leaders above)

### *August – December Group*

- All of the above; a lot of face-to-face; peer support networks
- Look at what tools have worked for other social norm shifting efforts (e.g., drunk driving, tobacco control, seat belts, political campaigns)
- Storytelling as a means for creating community cohesion

## 5. Channels for Action: Renew Boston, plus what else?

*Choices:*

- Should we rely solely on Renew Boston as a vehicle (initiative/campaign/option) for concrete action?
- For any others should we join existing engagement efforts or create new ones?

*January – July Group*

- In addition to Renew Boston, what else? Really need something about behavior change and education since Renew Boston is not primarily about that.
- Should have a good website, a targeted set of things, not a zillion
- Strategy for those who don't have computers—phone banks, community centers, other things
- Hooks—connect to health and economic issues
- Public education/behavior change
- Strategy for those with computers: limited list of options on website for individuals to do

*August – December Group*

- Community groups would be empowered to modify and use resources with their constituencies
- Add beyond accessing City resources

## 6. Centrally organized and branded // decentralized

*Choices:*

- Will there be centralized brand, message, and/or mechanisms for action?
- If so, what/how? If not, what/how?

*January – July Group*

- Central brand (e.g., Green a little, change a lot; low carbon diet) with different marketing strategy by community
- Buildings and solid waste seem to need more centralized strategy
- Transportation, maybe more decentralized strategy for public transit because some neighborhoods may be better served; note, however that transit has very centralized decision making
- Need for behavioral change and education strategy; want a consistent, coordinated message and channels of communicating; decentralized ways of getting the message out and fine tuning for different audiences
- More centralized mechanisms and support systems but allow for more decentralized implementation strategies
- Ways to measure and coordinate centrally; create feedback loop so that activities in neighborhoods and communities that are successful or fail are fed back into centralized model, help to change the model and go back to community; alive and working
- Allow for decentralized implementation strategies
- Centralize resource and support

*August – December Group*

- Toolkits, simple, easily replicable
- Some degree of branding, with ability to tailor to specific situations
- Unified message or theme that also can be tailored for neighborhood-level or constituency-focused outreach
- Ways to recognize good behavior

**7. Differentiate by Target Audiences:**

*Choices:*

- Which target audiences will need specialized/targeted initiatives? e.g., Renter/Homeowner; Income Levels; Small Business Owner; Institutional; Race, Ethnicity, Language; Age/Generation; ; Early adopter/influenceable middle/late adopter/resister;
- Will this differ by the focus of climate action?

*August – December Group*

- Ideas for bringing in groups not previously involved with climate action:
  - Connecting between economic and ecological crises; make these connections for people who are struggling economically (e.g., green jobs, climate justice, etc.)
  - Tie ecological crisis to health and other quality of life issues and strengthening our communities; recognizing ethical, socially beneficial choice making
- City leading by example
- Person-by-person stories
- Youth/students: create links to Boston Public Schools’ science curriculum and also to “Education for Sustainability” effort of Youth CAN
- Catholic residents, who are a large percentage of Boston population: engage the Archdiocese of Boston

## Meeting Closers

### *Meeting Evaluation*

Pluses	Deltas
<ul style="list-style-type: none"><li>• Small group discussions</li><li>• People bringing their own containers</li><li>• People using the pipe cleaners</li></ul>	<ul style="list-style-type: none"><li>• Facilitate carpooling to these meetings</li><li>• More exercises to get everyone involved in the discussion</li><li>• [<i>Raised earlier in meeting</i>—provide information on recommendations for the City to “lead by example” and commercial strategies as background for CAC thinking]</li></ul>

### *Parking Lot*

At community workshops, we should break ice and get everyone focused as they are introducing themselves at their tables. Question could be to name one carbon-reducing action you’ve taken that you’re proud of and another that frustrates you that you’d like to eventually change. We can pilot this question at the next CAC or Engagement Working Group meeting.

## Appendix—Partner Outreach List

	Main Contact @ this Organization	I can make the connection
<b>West Roxbury/Hyde Park/Roslindale/Jamaica Plain</b>		
Main Street – Hyde/Jackson		
Boston CAN	Loie Hayes	
West Roxbury Save Energy	Rickie Harvey	Loie Hayes
EAAC		
Roslindale alternative energy group		
Southwest Boston Community Development Corp.	Mike Feloney	Mela Bush
JP Green House	Andrea Zaleska Ken Ward	Rev. Terry Burke
JP Forum	Chuck Collins	Rev. Terry Burke
Main Street – Egleston Square	Betsy Cowan	Libby Mahaffy
Bikes Not Bombs	Jeremy Hanson	Libby Mahaffy
Hyde Square Task Force	Galicia Escarfullery	
<b>Roxbury/Dorchester/Mattapan /Jamaica Plain</b>		
Project Right	Nicole Flynt	
Neighborhoods for Neighbors	Chad Baker	Maureen McQuillen
Codman Square Neighborhood Council	Cynthia Loesch	Nebby Stephen
Hyde Square Task Force	Yi Chin Chen	Galicia Escarfullery
Latino Neighbor Project	Magalis Troncoso	Brian Rawson
Dorchester Bay Community Development Corporation	Jeanne DuBois	Brian Rawson
Greater Four Corners Action Coalition	Marvin Martin	Mela Bush
ACE	Kalia	
Greater 4 Corners	Mela	
DOT Bike		
Bikes Not Bombs	Sam Wechsler	Loie Hayes
Earth Works		
ACORN	Mimi Ramos	Loie Hayes
AFAB (Haitian Women’s Org)		Loie Hayes
Mattapan Cultural Arts	Sierra Khan	Sierra Khan
Africa’s Repertory Troupe, Inc	Sierra Khan	Sierra Khan
Mattapan Food & Fitness Coalition	Vivian Morris	Sierra Khan
Mattapan Community Health Center	Glenola Mitchell	Sierra Khan
Dorchester Bay CDC	Sherina Hendrix	Susan Labandibar
Nuestra Comunidad Development Corp.	David Price	Susan Labandibar
Madison Park Development Corp	Leanne Pinado	Susan Labandibar
<b>Allston/Brighton/Fenway/Back-Bay/Kenmore/South End</b>		
Carl Martin (who can you contact?)		
College Environmental Groups		
IBA		
Fenway Solar		
AB Bikes		
HEAT (Northeastern)	Stephen O’Leary	Susan Labandibar
<b>East Boston/Charlestown/ Downtown (Chinatown, North End, Leather District, West End)/South Boston</b>		
Chinese Progressive Assoc.	Mark Liu	Mark Liu
Chelsea Creek Action Group	Brenda CottoEscalera	Brenda CottoEscalera
East Boston Ecumenical	Frank _____?	Brenda CottoEscalera
East Boston Youth Workers Task Force	Diana Baldelomar	Brenda CottoEscalera
Charlestown Environment Group	Ivy St. John	Brenda CottoEscalera
Charlestown Mothers		

	Main Contact @ this Organization	I can make the connection
Artists for Humanity	Susan Rodgerson George Mallet	Susan Labandibar
Chelsea Collaborative	Jovanna	
Neighbors United for a Better East Boston	Gloribel Mota	Brenda CottoEscalera
Friends of Belle Isle Marsh	Barbara Bishop	Brenda CottoEscalera
Asian CDC	Janelle Chan	Janelle Chan
Asian American Civic Association	S. Schwartz	Janelle Chan
<b>E. Youth (High School Aged) Workshop</b>		
Potential Partners		
Boston Youth Environmental Network (BYEN)	Dawn Chavez	Loie Hayes
Youth CAN	Cate Arnold	Loie Hayes
Barr Foundation's Experiential Environmental Educators Network		
Chinese Youth Initiative—Chinese Progressive Association	Laurence Lowe	
Bold Teens	Bill Loesch Nebby Stephen	Nebby Stephen
ACE/REEP		
Bikes Not Bombs		
MFFC Vigorous Youth	Cassandra Cato-Louis	Sierra Khan
Youth Conservation Council	Valerie Burns	Sierra Khan
<b>Potential Partners Citywide/multiple workshops</b>		
Main Street Programs (which ones?)		
The Sustainable Business Network of Greater Boston	Susan Labandibar	Susan Labandibar
Neighborhood Associations (which ones?)		
Columbia Savin Hill Civil	Maureen McQuillen	Maureen McQuillen
W. Selden St. Neighborhood Association	Barbara Crichlow	Sierra Khan
Riverbank Place Neighborhood Association	Sierra Khan	Sierra Khan
JPNDC – Jamaica Plain Neighborhood Development Corp.		
Community Development Corporations (CDCs ) (which ones?)		
City Councilors/State reps (which ones?)		
Martin Walsh (state rep)		
Jack Hart (state sen)		
Willie Mae Allen		Sierra Khan
Dorcella Forry		Sierra Khan
Charles Yancey	Lynette Frazier	Sierra Khan

	Main Contact @ this Organization	I can make the connection
Bill Linehan		Mark Rooney
Boston Office of Neighborhood Services		
District Police		
Boston Natural Areas Network (community gardens)		
Ministers/association of ministers JP Interfaith Clergy	Ashlee Wiest-Laird	Rev. Terry Burke
3 in 1 (BRA)		
Youth Workers Alliance	Queen Vivian	Marlena Rose
BSA		
Sociedad Latina	Alex Oliver-Davila	Galicia Escarfullery
BPS Office of After School Programs		
Boston After School and Beyond		
Comadres		Gloria Herrera
Boston Bar Association		Victoria Nadel – will find out who is a good contact
Neighbors for Neighbors	Chad Baker	Maureen McQuillen
Dorchester Environmental Health Coalition (good for market promotion)	Rosanne Foley	Maureen McQuillen
SCI Dorchester (good for market promotion)	Rosanne Foley	Maureen McQuillen
DOT Bike		
Mass Council of Churches	Marla mecum	Susan Labandibar
UUUM @ First Church of Roxbury	Kate_____?	Marlena Rose
Groups represented on CAC or LC (which ones)		
The Tabitha House	<a href="mailto:Tabithahouse7@gmail.com">Tabithahouse7@gmail.com</a>	Ruthella Logan Livingston
Sustainable Business Network of Greater Boston	Susan Labandibar	
UMass Boston Sustainability Club	Wadi Muhammad	
Youth Climate Action Network	Cate Arnold	Rebecca Park

## **Appendix—Partner Outreach Letter Boston Climate Action Planning Jumpstart the Movement!**

The Earth's climate is changing, and human activity is the primary cause. The effects of climate change on Boston will be dramatic, if we don't change the trends. There's a lot we can do to avoid the worst outcomes and make a better future for our city and region. And it's going to take creative thinking, tough decisions, and real commitment from all of Boston's residents, businesses, and organizations to make it happen.

The City of Boston has launched a Climate Action Planning process to develop recommendations for action by city government, residents, businesses, institutions and community organizations designed to reduce Boston's greenhouse gas emissions, deal with unavoidable climate impacts, and develop the green economy.

We're looking for partners to co-host community workshops to gather feedback on elements of the plan and begin to engage Boston residents in climate action. We're looking for groups that can participate in one or more workshops any of the following ways:

### **"The give"**

- Offer meeting space for a group of 100-200 people
- Reach out to your constituents and help "fill the room" with Boston residents
- Reach out to other potential partners
- Identify skilled volunteer facilitators for table discussions during a workshop
- Identify volunteers to handle registration and logistics at a workshop
- Link this workshop to your ongoing work and follow up with your constituents to support their continuing involvement in climate action

### **"The get"**

- Opportunity to further your own goals/educate your constituents
- Opportunity to connect your constituents to Renew Boston—access to concrete services/programs
- Recognition and opportunity to expand your network
- Information, if desired, so your outreach is more effective

### **Neighborhood-Based Workshops--4:30-5:30 pm registration/dinner 5:30-8:30 pm meeting**

East Boston, Charlestown, Downtown, South Boston: Tues. March 2, 2010 Location tba  
West Roxbury, Hyde Park, Roslindale, Jamaica Plain; Mon. March 8, 2010 @ W. Roxbury Elks Club  
Allston, Brighton, Fenway, Back Bay/Beacon Hill, Kenmore, South End: Wed. March 10, 2010 @ Boston University  
Roxbury, Dorchester, Mattapan, Jamaica Plain: Wed. March 15, 2010 @ Hiberian Hall/Roxbury Center for the Arts

### **Youth-Focused Workshop—10-11 am registration/brunch 11-1 pm meeting**

Citywide; Sat. March 6, 2010; Location to be determined

To become a Partner, please contact:  
Andrea Nagel, Interaction Institute for Social Change  
617-234-2760 or [anagel@interactioninstitute.org](mailto:anagel@interactioninstitute.org)

For more information about the Boston Climate Action Planning Process:  
<http://www.cityofboston.gov/climate/committee.asp>