

Shoreline 2021 CAP Update - Community Engagement Plan

Updated: 10/6/21

Overview

The City is currently updating its Climate Action Plan (CAP). The CAP will identify solutions to reduce community-wide greenhouse gas emissions and prepare our community for the impacts of climate change. The CAP will identify climate action strategies that also improve equity, well-being and a strong economy for our community. Outreach for the CAP is outlined in three phases:

Phase 1: October – December 2021. High-level conversation about vision for community, current data, and Shoreline-specific areas of need/opportunity. The goals for engagement are to:

1. Educate community on current GHG emissions, trends, and goals for community.
2. Determine community willingness to support transformative climate action.
3. Identify key considerations for equitable climate action.
4. Identify community priorities for evaluating climate actions.

Phase 2: January – April 2022. Detailed conversations about specific actions to include in our CAP. The goal for this phase is to:

1. Determine community interest, support, and concerns related to specific actions we are considering for inclusion in the CAP.
2. Identify any additional actions and key partners for implementing actions.

Phase 3: April – May 2022. Draft plan review and conversations to get commitments for implementing the plan.

The CAP aims to address the inter-related crises of climate change and racial and social inequities that have impacted Black, Indigenous, and People of Color (BIPOC) and other frontline communities at higher rates. An equity-centered approach to the development and implementation of the CAP is essential to realizing the City's goals of climate action and anti-racism. The public engagement process is one of several ways we hope to achieve this. By providing multiple ways to engage, we hope to reach a range of community members, with special events for frontline community members and those less likely to traditionally participate in City planning efforts and programs.

Audiences and Stakeholders

- Shoreline residents, especially frontline communities including:
 - Low-income
 - Unhoused
 - Black, Indigenous, and People of Color (BIPOC)
 - Youth
 - Disabled
 - Senior
- Businesses
- Other Community Groups and partners for implementation:
 - Shoreline School District

- Shoreline Community College
- Motivated citizen groups: League of Women Voters, Rotary Club, etc.

Key Messages

Phase 1:

1. Climate change is already impacting Shoreline. If we do not work to reduce our greenhouse gas emissions now, the increased flooding, more frequent wildfire smoke, and hotter summer temperatures that we are experiencing will only get worse. We need to work to reduce our contribution to climate change and to prepare our community to stay safe from its impacts.
2. There's a lot the City can do to help keep climate change from getting worse – but we need to act now. We have an opportunity to make things better for future generations and make sure our community is prepared for future impacts from climate change.
3. Human activity causes climate change through the release of greenhouse gases. In Shoreline, 95% of our greenhouse gasses come from driving gasoline and diesel vehicles and using natural gas and heating oil in our homes and businesses for heating and cooking.
4. We need to reduce our 2019 community greenhouse gas emissions by roughly 60% by 2030 to prevent the worst impacts of climate change according to science-based goals Identified by ICLEI – Sustainability for Local Governments. Despite a growing population, we have been able to reduce our emissions by approximately 5% from 2009 levels. While this is good progress, a 2019 inventory shows we are not on track to meeting our goal. We need to take bolder action over the next 10 years to reduce our emissions.
5. *Call to Action:* You can help us keep Shoreline a safe and livable place for future generations by providing input on our Climate Action Plan. This plan will outline the key actions *the City* will take to fight climate change and to prepare our community for its impacts over the next ten years. Your voice is important and will help us make sure that the actions we take to fight climate change benefit everyone in our community.
 - a. *Shortened:* Climate Change is already impacting Shoreline with more frequent flooding, hotter summers, and more wildfire smoke. Without your help, it will only get worse. We want to hear from you! Help shape the City's response to climate change.

Phase 2:

6. *Action Survey:* Help us create a safe and healthy Shoreline for future generations. Take our survey/join our workshop to provide feedback on actions the City can take to fight climate change.

Engagement Activities

Phase 1: Oct-Dec	Cost	Phase 2: Jan-Mar	Cost	Phase 3: Apr-Jun	Cost
Website	NA	Website and Listserv		Website and Listserv	
Factsheet*	\$500	Postcard Mailing*	\$10,000		

Intro Workshop*	\$1,200	Topic Workshops (5)*	\$6,000	Final Workshop*	\$1,200
General Survey*	\$1,500	Action Survey(s)*		Draft Plan Review*	
QR Code Signage*	\$2,500	QR Code Signage*	\$500		
(extra) Equity/Youth Events		Partner Roundtables (Equity/Youth events)		(extra) Youth Review workshop	
(extra) Community presentations		Pop-Up Displays*	\$2,500	Pop-Up Displays*	\$500
(extra) Student Ambassadors*		(extra) Student Ambassadors*		(extra) Student Ambassadors*	
(extra) Videos	\$2,500	(extra) Videos			
		(Extra) Tempestry Art Show	\$500	(Extra) Tempestry Art Show	\$500

*Indicates in-language resource/version available. Bold items indicate Cascadia lead.

Phase 1: (Oct-Dec 2021) Community Vision and Priorities for Climate Action

A. Website and Listserv (Ongoing)

- Maintain an updated landing page on the City’s website with info on surveys and upcoming events, and a place to sign up for “Sustainable Shoreline” e-notifications.
- No cost.

B. Factsheet (Oct)

- Cascadia will create and design a 1–2-page, visually engaging factsheet to provide an overview of the CAP update, areas of focus, and upcoming engagement opportunities. City staff will translate the factsheet in 2-3 languages and post on the website. Print copies may be produced for in-person events. Graphics from the factsheet maybe adapted for signage.
- Cost: es. \$500 for translation.

C. Intro Workshop (Mid Nov)

- Cascadia will develop and host a 1–2-hour virtual workshop to introduce the need for the CAP, review current climate impacts, 2019 emissions sources and reduction targets. They will also provide a feedback mechanism to capture community priorities for co-benefits and level of readiness for transformative climate action during the workshop that aligns with the survey.
- The event will also serve as public kick off for our Race to Zero commitment, if approved. Specific community groups and leaders will be invited, including the Mayor, Community Climate Advisors, etc.
- The workshop will be promoted via:
 - November Currents and traditional channels.
 - QR Code Signage and flyers (see below)
 - Invites to community groups
 - Community Climate Advisors
- Closed captioning service will be provided. Captioning can be translated as needed and recordings will be made available online.
- Costs: Est. \$1,200 for closed captioning and translation services.

D. Vision Survey (Mid Nov - March)

- Staff will launch a short, online survey to gather community feedback on climate action vision, how aggressive we should be and priorities for co-benefits.
- Survey will be translated into 2-3 key languages and promoted via
 - November Currents and traditional channels
 - QR Code Signage and flyers (below)
 - Climate Advisors, Challenge participants, other interested groups
 - Offer prize drawing (gift card to local businesses, etc.)
 - Citywide Mailer (January, see below)
 - **Videos (if developed, in-language versions)*
 - **Student Ambassadors (if developed)*
- Participants will be entered in a prize drawing (such as for gift cards to local businesses, to help engage businesses and boost responses).
- Costs: est. \$1,500 for survey translation and prize costs.

E. QR Code Signage (Nov - March)

- City staff will create H or A-frame signs and posters to advertise the survey and workshop. Signs will feature QR codes that link directly to the survey. Signage will be translated into 2-3 languages and posted in key areas to reach target demographics such as:
 - Parks kiosks
 - Recreation Centers
 - YMCA
 - Key businesses (i.e., Plaza Latina, Black Coffee, etc.)
 - Libraries
 - ICHS
 - Community College and high schools, if allowed.
 - Hopelink and other affordable housing locations
 - ROW in areas with known vulnerabilities to flooding/urban heat
- A-Frame signs can be adapted for use throughout phase 1-3.
- Cost: est. \$2,500 for printing and translation.

F. (EXTRA) Partner Events (Nov-Mar)

- City staff will connect with community groups that serve our priority audiences (particularly youth and communities of color) to co-host roundtable events, as interest and staff capacity allow to raise interest in the CAP, solicit participation in the vision survey, and/or gather feedback on community priorities directly during events. This may include presenting at high school assemblies, hosting a Youth Climate Summit or Climate Justice Roundtable with Black Coffee, etc.).
- Depending on audience, events will primarily be advertised through the appropriate partner channels (i.e. school channels for a youth event). If events are open to the general public, City staff will promote via the traditional channels as well.
- Costs: minor printing costs for signage, potential cost for interpretation services (if live event).

G. (EXTRA) Student Ambassador Program (Nov – March)

- Recruit, train and supervise high school students (and potentially CCAs, YOLO program participants, and Community College students) to collect survey responses from their social

networks and family members to reach more frontline audiences and community members with limited-English proficiency. Ambassadors will collect survey responses from their peers, family members, and community either in person, over the phone, or as intercept surveys at public events. Survey questions and scripts will be translated for ambassadors to use in languages other than English.

- Students will earn volunteer service hours to collect survey responses, promote the survey and events, and attend the youth and general workshops during both phase 1 and phase 2.
- Ambassadors will continue into Phase 2 and switch to collecting responses for the action surveys.
- Costs: minimal printing costs. Translation costs captured under phase two survey.

H. (EXTRA) Community Presentations

- Conduct short, virtual presentations for community groups at their regular or special meetings to raise interest in the CAP and increase participation in the vision survey and upcoming workshops. Groups targeted include: Neighborhood Associations and CON, School District, Chamber of Commerce, Rotary, League of Women Voters, Faith Groups, CERT volunteers, etc.

I. (EXTRA) Video Ads (Nov-March)

- Produce short, one-to-two-minute videos with versions created in non-English languages to increase interest and participation in the CAP and surveys, especially for limited-English proficient audiences. As possible, include community member interviews or narration. Videos would be used to advertise the survey and get wider community participation throughout the project. The City will work with Shoreline Community College film program, if interested, and may provide a stipend for film makers.
- Films would be circulated online and via social media and potentially at film events with ShoreLake Arts/Community College.
- This effort could be expanded in phase two to create additional videos on key topics of interest to the community, such as flooding, urban heat, trees, transportation, and building energy, etc. to drive participation in the topic specific surveys, particularly among non-English speaking audiences. Focus on key known themes of concern from the general survey (i.e., flooding, forest preservation, etc.). Work with the Community College Film program to produce.
- Costs: est. \$2,500 for stipends.

Phase 2: (Jan-April 2022) Discuss specific actions to include in our CAP

A. Topic Specific Workshops (Jan-March)

- Cascadia will plan and conduct up to five topic-specific workshops to review the proposed actions for each category and capture community feedback. Tentative workshop topics include:
 1. Transportation
 2. Building Energy
 3. Consumption and Waste
 4. Nature and Forests (sequestration)
 5. Resilience
- Workshops will be hosted every two weeks starting the end of January and will be recorded, closed-captioned, and posted online after the event.

- Workshops will be promoted via:
 - Traditional Advertising (incl. Winter Currents)
 - Citywide postcard mailing (with translated text)
 - Targeted invites based on topic (i.e. utilities, businesses, community groups, etc).
- Costs: included in the Cascadia contract. Additional costs may include up to \$10,000 for the postcard mailing and \$6,000 in accessibility features such as closed captioning and interpretation/translation services.

B. Action Survey(s) (January-March)

- Staff will develop short, stand-alone surveys to solicit community feedback on the revised action list for each category (e.g., transportation, building energy, etc.). The survey/s should capture similar feedback as the topic workshops. These could be provided separately combined into one larger survey with all 20-25 actions.
- Surveys will be promoted via:
 - Traditional advertising (including February Currents) with targeted invites to specific groups based on topic.
 - Citywide Postcard mailing (with translated elements).
 - Pop-Up booths (see below).
 - Student Ambassadors (see below)
- Costs include up to \$2,000 in translation. Mailer and booth costs captured elsewhere.

C. Pop-Up Display/Open Houses (Jan – March)

- Staff will create and host a display and print materials that can be used at community events and/or taken to partner locations that serve frontline communities to provide an opportunity for community members to respond to the survey in person (i.e., dot/white board/paper surveys, etc.) The goal of this element is to reach frontline communities and those not reached in other engagement including low-income, unhoused, Limited English Proficiency, disabled, seniors, youth, and BIPOC community members.
- Potential locations and events include:
 - Community events (Holiday Markets, Lunar New Year Festival)
 - Shoreline Libraries
 - Hopelink, Ballinger Homes, Center for Human Services, KCHA properties
 - Senior Center
 - Recreation Centers, YMCA
 - International Community Health Services
 - Businesses (Black Coffee, Plaza Latina)
 - Oaks Shelter
 - Churches / Faith Communities
 - Shoreline Community College
- Materials would be produced in key non-English languages as needed for this outreach.
- As needed, recruit CCAs or student ambassadors to help conduct outreach to accompany booth.
- Cost: Approximately \$2,500 for printing and sign production.

D. Partner Roundtables: (Jan-March)

- City staff will host focused roundtable events to gather feedback on the action lists from specific key, frontline audience groups. At a minimum, these should include:
 - Youth specific roundtable,
 - Climate justice roundtable in partnership with local equity and social justice advocacy groups.
- Events will be advertised primarily through partner networks and traditional channels.

E. (EXTRA) “Tempestry” Art Show (February-April)

- Support Neighborhood Division’s “Tempestry” climate art project by coordinating launch event(s) and rotating display locations. Provide text, graphics, and posters that link to current CAP feedback opportunities. Potential display locations include: City Hall Lobby, Spartan Gym, libraries, Senior Center, YMCA, etc. Timeline is still to be determined but could occur anytime during Phase 2-3.
- Cost est. \$500 in additional printing for display signage.

Phase 3: Review draft plan and get commitments for implementation

A. Public Workshop (June-July 2022)

- Cascadia will support a public workshop to preview the draft CAP and generate interest in implementation.
- Workshop will be advertised via traditional channels and via targeted invitations to groups that participated in topic workshops.
- Costs include up to \$1,000 for closed captioning and translation.

B. Draft Plan Review (June-July 2022)

- Post the draft plan online using Konveio to allow public comment directly in the plan document.
- The link will be advertised via traditional channels and in targeted invites to groups that participated in the engagement process in phases 1 and 2.
- Translate excerpted list / key findings doc to make available online, share with in-language community partners/networks, and use in pop-up displays (below).

C. Youth Workshop (June-July 2022)

- Host a final youth summit event to preview the draft plan and brainstorm implementation, ideas for further action by youth and school districts with the youth ambassadors (if developed) and other students.

D. Pop-Up Display/Open house (June-July 2022)

- As a follow up to the pop-up displays in Phase 2, staff will provide a create a smaller display that provides information on the list of actions identified in the draft plan and how to provide comments. Displays will be posted in a few of the locations that hosted pop-up displays during phase 2 and could be run as a hosted “open house” at one of the locations, such as the Shoreline Library. This element could also be offered virtually, as a presentation at community group meetings.
- Costs include an additional \$500 in printing/translation costs.

Other Details

Traditional advertising sites

- City website
- Social media posts
- City calendar – posted events
- Shoreline Alerts via website/email list
- Shoreline Climate Challenge posts/email list
- Currents newsletter
- Shoreline Area News (SAN)
- Council of Neighborhoods, Constance's email list
- League of Women Voters
- Shoreline Rotary Club
- Chamber of Commerce

Places to post print materials

- Businesses, Plaza Latina (Spanish), Black Coffee Northwest, etc.
- City Hall
- Spartan Gym
- Schools (peachjar, school specific contacts)
- Share with neighborhood associations to post where they see fit
- Parks kiosks
- International Community Health Services
- YMCA
- Libraries
- Senior Center
- Central Market
- Ethnic Markets