

Somerville Climate Forward

Education and Outreach Working Group Meeting #1

August 31, 2017

Attendance

- Leigh Meunier
- Brian Chan
- Ramon Bueno, Commission on Energy Use and Climate Change
- Ben Elgart
- Paola Massoli
- Randi Soltysiak
- Lisa Young
- Sydney Berkman
- Monte Allen

Vision

- Change “has information” to “is educated”.
- At the same time, having accessible information is important, especially for Somerville’s transient population. Everyone should know where to find information and resources.
- Vision should be active, not passive.
- Think globally and act locally.
- Participation is a key aspect to education and outreach. Everyone should have the opportunity to participate in climate action and decision making.
- How do we shift culture and action so that people feel a stake in what happens and are motivated to take action?
- Having the *opportunity* to get information and participate is key.

Idea Brainstorm

- Educate residents and business owners and provide easy opportunities to take action.
- Part of the effort has to get buy in from citizenry. Need to work with community leaders to understand needs and opportunities.
- Need to educate without patronizing. Communication should not make people feel like they are doing everything wrong.
- Engage the business community.
- Can the City coordinate volunteers to focus on specific topic or program to support broader outreach? Could there be a climate toolkit that would give volunteers clear instructions that are easy to implement?

- Toolkits with simple information should be available in multiple languages.
- Establish success metrics for communications and outreach campaigns.
- Don't reinvent the wheel – use existing communication systems.
- Targeted outreach to people in vulnerable areas
- Targeted outreach for renters, for homeowners, for people in flood plain, etc.
- Are there any opportunities to share regular updates in local papers/ publications?
- Green Club in the Somerville High School
- Develop a training program for peer-to-peer climate education similar to the Inconvenient Sequel climate education training. Training would focus on local climate risks and actions (similar to Boston's Climate Ready Leaders program).
- Outreach should focus on programs, not on general climate change education.
- Identify champions within neighborhoods and share information through neighborhood leaders.
- How do we get the right message to people at the right time?
- Should also focus on gathering input from people, not just providing information and educating people.
- Use conceptual simulations/scenarios to help people more completely understand options and tradeoffs in decision making.
- Not everyone is going to attend meetings. Need to also do outreach on the street, using social media, and make communication interesting enough for people to help spread the word.
- Put information at Traffic and Parking and other locations where people come into contact with the City.
- Create fliers to share the survey or catchy graphic to capture interest.
- Are there existing newsletters where we could share information? For example, East Somerville Main Street's weekly newsletter.
- Actions for next meeting
 - Look at sustainability guide
 - Think about what personal outreach actions you would be interested in working on