



## **ENERGY & CLIMATE COMMITTEE**

### **WORK SESSION AGENDA**

**Wednesday, May 8, 2019, 3:00-5:00 PM**  
Parks and Recreation Department, Room 11  
312 Washington Street, Keene, NH

**Topic:**

Public engagement strategy for the sustainable energy plan

**Meeting Goals/Outcomes:**

1. Come to a consensus around the ECC's role in the development and implementation of the energy plan.
2. Come to a consensus around the goal/purpose of public outreach and engagement for the energy plan.
3. Get feedback on engagement tools and develop a draft timeline for public engagement.

**Agenda:**

1. Call to Order and Roll Call
2. Energy Plan
  - a. ECC Role
  - b. Communications and Outreach
3. Other Business
4. Next Meeting: Wednesday, June 5, 2019

**Members:**

Dr. Ann Shedd, Chair  
Peter Hansel, Vice Chair  
Terry Clark, Councilor  
Chris Brehme  
Jess Baum  
Jake Pipp  
Ken Dooley  
Larry Dachowski, Alternate  
Aperr Naadzenga, Alternate  
Cary Gaunt, Alternate

**Staff:**

Rhett Lamb, ACM/Community Development  
Director  
Mari Brunner, Acting Planner  
Shaylin Salas, Communications & Outreach Intern

## IAP2 PUBLIC PARTICIPATION SPECTRUM

INCREASING LEVEL OF PUBLIC IMPACT				
INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>	<b>Public Participation Goal:</b>
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
<b>Promise to the Public:</b>	<b>Promise to the Public:</b>	<b>Promise to the Public:</b>	<b>Promise to the Public:</b>	<b>Promise to the Public:</b>
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
<b>Example Tools:</b>	<b>Example Tools:</b>	<b>Example Tools:</b>	<b>Example Tools:</b>	<b>Example Tools:</b>
<ul style="list-style-type: none"> <li>• fact sheets</li> <li>• web sites</li> <li>• open houses.</li> </ul>	<ul style="list-style-type: none"> <li>• public comment</li> <li>• focus groups</li> <li>• surveys</li> <li>• public meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• workshops</li> <li>• deliberate polling.</li> </ul>	<ul style="list-style-type: none"> <li>• citizen advisory committees</li> <li>• consensus-building</li> <li>• participatory decision-making.</li> </ul>	<ul style="list-style-type: none"> <li>• citizen juries</li> <li>• ballots</li> <li>• delegated decisions.</li> </ul>

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ENGAGEMENT TOOLS – ADAPTED FROM: State of Victoria, The Department of Sustainability and Environment. Book 3: the engagement toolkit (Version 3). The Community Network, 2005.

Choosing a tool or combination of tools for engaging your community is a critical step in the engagement planning process. It is important that you know what you are asking from the stakeholders when you decide to use a specific engagement tool. You should only choose tools that are suited to the purpose of your particular engagement.

You may need to employ varying types of engagement for the same stakeholder during the lifespan of your project. A range of tools may be utilized and consequently the promise made at differing stages in the project process will need to be accommodated.

Engagement Tool Classifications					
Tool	Inform	Consult	Involve	Collaborate	Empower
Brainstorming		x	(x)	(x)	(x)
Citizen advisory committees			x	(x)	
Conference	(x)	x	x	x	x
Community Dialogues		x	(x)	x	x
Displays and exhibits	(x)	x			
Expert panels	x	x	(x)	x	x
Focus groups		x			
Key stakeholder interviews		x			
Meetings-in-a-Box		x	(x)	(x)	(x)
Public Involvement Volunteers	x	x	(x)	x	
Public Meetings	x	(x)	x	x	
Surveys	x	(x)			
Technical Assistance	x	x	(x)	x	x
Visioning		x	x	(x)	x
Websites	x	x	x	x	
Workshops		x	(x)	x	x

\* (x) suggests that this tool best fits the engagement type

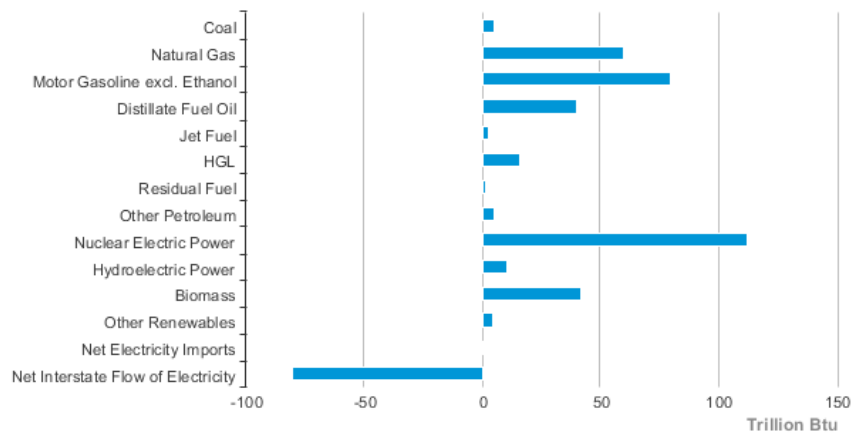
#### Tool Checklist

- ☐ Does this tool match your overall program objectives, purpose of engagement and anticipated outcomes? (In particular, refer to the objectives, outcomes and uses for each tool.)
- ☐ Are you being inclusive of all stakeholders? If not, what do you need to consider in order to be more inclusive? (Refer to *Book 1: an introduction to engagement, Engaging Diverse Groups.*)
- ☐ Can you adapt this tool to better suit your work and community context?
- ☐ Have you developed an evaluation method for this tool in your plan? Will it capture the tool's success and effectiveness in engaging the community as well as capturing new ideas and learning for incorporation next time?

### Who and what is here?

NH energy consumption via [NH EIA](#) (This site also information on energy use by sector, energy production, and more)

New Hampshire Energy Consumption Estimates, 2016



 Source: Energy Information Administration, State Energy Data System

#### Keene GHG emissions (via [GHG Report 2015](#)):

- Majority of the city's emissions (46%) come from the Transportation sector; and within this sector 84% of emissions is created in *on-road gasoline*
- From the 23% that comes from Commercial, 62% is created in *electricity use*
- From the 28% that comes from Residential, 46% is created in *electricity use*
- From the 3% that comes from Solid Waste, 97% is created in *waste generation*

Keene [Energy and Climate Change Program](#): (lots of completed and ongoing sustainable energy-related projects/initiatives)

#### Environmental Justice communities in Keene (via [EPA EJ Screen](#)):

- The 'Low income' population is in the 50<sup>th</sup> percentile of the U.S. EJ data (individuals whose ratio of household income to poverty level in the past 12 months was less than 2, as a fraction of individuals for whom ratio was determined)
- The 'Linguistically-isolated' population is in the 52<sup>nd</sup> percentile (households in which no one age 14 and over speaks English "very well" or speaks English only, as a fraction of households)
- The 'Older than age 64' population in the 64<sup>th</sup> percentile (individuals over age 64 as a fraction of the population)

## Climate and/or Energy Community Engagement

### Examples from other Communities

Community and Initiative	Engagement Approach (briefly)
Hanover, NH (100% renewable energy transition)	Share resources through their Sustainable Hanover Committee website; Host public annual energy forums; Host related workshops such as “Opportunities for Community Solar” and “Button Up”; Organize public panel presentations such as “How Renewable Energy & Energy Efficiency Can Save You Money: Success Stories from Our Community”; Promote opportunities to switch to green power and/or for residents to go solar; Organize neighborhood action groups which are partners with the city in the process
Concord, NH (100% renewable energy transition)	Facilitate a series of public meetings with emphasis at the end on what folks want to see prioritized and what people are concerned about; Organize focus groups with identified key stakeholder communities; Host public film screenings and discussions;
Minneapolis, MN (Comprehensive city visioning and planning)	Host community workshops; Organize community dialogues; Promote and get ideas from the public during street festivals; Incorporate art through art-designed open houses, performances, and infographics; Share resources and engagement opportunities online; Launch meetings-in-a-box
Plainfield and Cornish, NH (100% renewable energy transition)	Working within a group and facilitator to discuss priorities and create a 1-year and 5-year plan; Trying to figure out how to measure their energy use; Host public meetings and workshops around clean energy; Talk/collaborate with neighboring communities such as Hanover
Philadelphia, PA (100% renewable energy transition)	Host public film screenings and discussions; Share resources through their Ready for 100% website; Solicit for volunteers; Remind people to spread the word and education others; Start the Solarize Philly program; Host informal public meetings such as happy hours at restaurants

### Considerations and Best Practices

#### **What is Citizen Participation?**

Citizen participation is a categorical term for citizen power; it is the redistribution of power that enables the have-not citizens, presently excluded from the political and economic processes, to be deliberately included in the future

- There is a spectrum of ways to engage people and each have a different effect and impact; i.e. inform, consult, involve, collaborate, empower

#### **Engagement Best Practices:**

1. Co-explorer risks and responses (2-way communication)
2. Respect and incorporate local concerns, knowledge, innovation
3. Partner with and resource existing community leaders
4. Eliminate barriers to participation
5. Focus on equitable solutions that add on community needs and deliver tangible benefits

**Lessons from effective engagement for adaptation:**

- It takes time: most successful engagement initiatives for adaptation space several years. There needs to be time allowed for stakeholder to build trusting relationships, to think things through and to consider alternatives
- It needs to consider and include a target audience, as well as those who include the target audience
- It is inclusive and values the diversity and dynamism within communities
- It is clearly scoped and resourced: it is clear how community input will be used and is accompanied by support for adaptation initiatives through the engagement
- Local governments may need to run capacity-building programs to ensure all community members are informed and able to participate
- It embraces monitoring and evaluation through adaptive management

**A collaborative and community-driven planning process will have the following:**

- A focus on community concerns
- Uncomfortable conversations around race , power, and past wrongs
- Diversity and representation
- Trust and accountability

**Resources**

- Department of Environment and Sustainability- Book 1 intro to engagement ([link](#))
- Department of Environment and Sustainability- Book 3 the engagement toolkit ([link](#))
- CoastAdapt Community Engagement Information Manual 9 ([link](#))
- Georgetown Climate Center ([link](#))
- Minneapolis 2040 Plan Planning Process ([link](#))
- NAACP's Equity in Building Resilience in Adaptation Planning ([link](#))
- Social Equity and Climate Change – APA Washington Chapter ([link](#))
- Concord First Stakeholder Meeting on the 100% Renewable Strategic Plan Outline ([link](#))
- Sustainable Hanover activities/events ([link](#))

## Climate and/or Energy Messaging

### Example: EcoAmerica Let's Talk Communities and Climate – Successful Messages

#### **Message focus: Our Community**

*Successful because:* Appeals to the value of protecting and providing for families

“We all want to live in the best place for our families. And communities across America are learning that smart investments in sustainable energy like wind and solar provide a healthier environment, attract new business, create jobs, and build stronger communities...”

#### **Message focus: Health**

*Successful because:* Puts people first and conveys climate action as a moral responsibility to protect families' health

“Our families' health matters. When the American Lung Association tells us that toxic pollution in the air we breathe is affecting the health of nearly half of all Americans, we need new solutions. Kids seem to carry inhalers as often as lunch boxes. Seniors are stuck inside when the weather shifts dramatically to extreme heat or freezing cold. Thankfully, we have a plan for a healthier future...”

#### **Message focus: Business**

*Successful because:* Positions risk in the context of planning ahead, emphasizes hope instead of blame

“Smart companies face challenges head-on and turn them into opportunities- and our changing climate is no exception. From Apple to Google, American businesses are planning ahead for severe weather events and other risks of climate change, and turning what could be problems into innovations that are profit-making opportunities...”

### Best Practices

#### **Can Frame Around:**

- Economic opportunities
- Leadership - legacy/pragmatism
- Environmental and Human Health
- Hope and future generations

#### **Framing Tips:**

1. Identify and understand stakeholders
2. Outline challenge, choice, opportunity
3. Talk about climate change
4. Two-way communication and relationship building \*open up a conversation\*

**How to Create your own Messages:**

1. Start with people, stay with people
2. Connect on common values
3. Acknowledge ambivalence
4. Make it real
5. Emphasize solutions
6. Inspire and Empower
7. Focus on personal benefit
8. End with your “ask”
9. Sequence matters
10. Describe, don’t label
11. Have at least one powerful fact from a trusted messenger
12. Ditch doom and gloom
13. Use stories to strengthen engagement
14. Stay above the fray
15. Message discipline is critical

**Resources**

- EcoAmerica Let’s Talk Communities and Climate ([link](#))
- Vital Communities: The Case for Energy and Climate Innovation in British Columbia ([link](#))
- Fighting Climate Change with Poems: Kathy Jetnil-Kijiner ([link](#))



## Climate and/or Energy Planning

### Example: Hanover, NH

#### Achieving 100% Renewable Energy in Hanover: First Steps (March 2018) – Examples of Existing or Potential Projects for Various Sectors of Hanover:

	<b>Electricity</b>	<b>Heating/Cooling</b>	<b>Transportation</b>
<b>Municipality</b>	Develop programs to improve access to electricity generated from renewable sources for Hanover residents and businesses	Leading by example, weatherize municipal buildings to the highest possible efficiency, reducing their cost and energy footprint for heating and cooling	Transition town fleet to electric vehicles (EVs). Ensure that charging stations are distributed throughout the town for employees, residents, and visitors
<b>Schools</b>	Install LED lighting, motion-sensing switches, and Energy Star equipment in all buildings	Add air or ground sourced heat pumps, and use the school as a working example for parents and the wider Hanover community	Replace current bus fleet with electric vehicles. Promote carpooling, biking and walking. Encourage students to learn about next-generation transportation systems
<b>Residents</b>	Participate in community solar projects that lower the threshold for switching to solar power	Shift from fossil fuels to air or ground sourced heat pumps to cool and heat homes	Reduce car dependence with bike paths and bike sharing programs (electric and standard)
<b>Businesses &amp; Organizations</b>	Replace machinery and lighting with the most energy-efficient models and use rooftops for solar panels	Conduct ongoing energy reviews to find ways of increasing efficiency and fuel savings	Reduce unnecessary travel; move to virtual meetings. When travel is necessary, encourage ridesharing and/or public transportation. Invest in EVs for employee use.
<b>Dartmouth College</b>	Maximize solar potential by developing rooftop and ground mounted solar arrays on college property	Replace fossil fuels with renewable resources, likely responsibly harvested biomass	Work with town and residents to implement a regional transportation system for employees and students, using state-of-the-art electric buses and other transit

## **Best Practices in Planning & Social Equity**

### **Strategies to Promote Social Equity in Adapting to Climate Change Effects:**

- Think about food access, mobility and accessibility, environmental hazards, affordable and energy-efficient housing, and climate migrants. Some suggested approaches:
  - Increase access to local, healthy foods by low-income people
  - Promote mobility between housing, employment, and essential services, especially for vulnerable populations
  - Involve underserved residents in planning for transportation infrastructure
  - Implement a home weatherization program for low income residents

### **Resources**

- Keene Comprehensive Master Plan 2010 ([link](#))
- Achieving 100% Renewable Energy in Hanover: First Steps ([link](#))
- Initial Outline for Concord Energy and Environment Committee's 100% Renewable Energy Strategic Plan Draft ([link](#))
- Georgetown Climate Center Clean Power Plan Toolkit ([link](#))
- Clean Energy Atlanta ([link](#))