



Chapel Hill Climate Action & Response Plan

Community & Partner Focused.

Effective. Creative.

Engagement "Taking Action Together" Approach Overview

The Town of Chapel Hill is developing a Climate Action and Response Plan to ensure all of our community members are engaged in efforts to reduce the potential effects of climate change and to adapt to anticipated changes.

Key engagement strategies include:

- Engaging community members in person and online so that all voices find a way into the plan.
- Working with community partners to leverage and align with their ongoing climate action.
- Building new partnerships to grow our climate action efforts.
- Developing a project brand that is easy for everyone to follow.

The schedule below highlights the engagement process for the plan.

1 PLAN

October-December 2019

- Develop engagement strategy brief
- Prepare community demographic analysis
- Identify community partners
- Create cohesive look and feel for project
- Plan and launch initial online activities

2 CONNECT

December 2019-February 2020

- Develop "Meeting in a Box"
- Engage Town boards and committees
- Convene Climate Partner Summit
- Connect with community leaders for focused engagement (youth, equity, UNC)
- Promote past and current Town climate actions and activities
- Launch online Community Engagement Platform

3 EMPOWER

March 2020 and beyond...

- Partner-led engagement with "Meeting in a Box" and online resources
- Focused engagement (youth, equity, UNC)
- Promote Town climate action activities
- Participate in community events and festivals

Engagement Strategies

| | Plan Oct-Dec 2019 | Connect Dec 2019-Feb 2020 | Empower March 2020 & beyond |
|---|----------------------|------------------------------|--------------------------------|
| ENGAGEMENT PLANNING | | | |
| Community and Stakeholder Engagement Strategy Brief (including Youth, Equity and UNC engagement strategies) | ● ○ | | |
| Community Demographic Analysis | ● ○ | | |
| Integrated and cohesive branding of Town climate action and response efforts | ● ○ | | |
| TOWN & COMMUNITY LEADERS/PARTNER ENGAGEMENT | | | |
| Climate Action & Response Project Team | ● ○ | ● ○ | ● ○ |
| Town Committees & Boards "Call to Act" | ● ○ | ● ○ | ● |
| Climate Partners "Taking Action Together" Summit | ● ○ | ● ○ ● | |
| Town Council (briefings) | | ● | ● ○ |
| COMMUNITY ACTIVITIES & EVENTS | | | |
| Integrated Engagement Platform (ESRI HUB, Metroquest) | ● ○ | ● ○ | ● ○ ● |
| Climate Partner "Meeting in a Box" | ● ○ | ● ○ ● | ● ○ ● |
| Community Meetings, Events and Festivals | | ● | ● ○ |
| Community Collaboration/Pop-Up Opportunities | | ● ○ | ● ○ |
| Youth/Equity/UNC Engagement | | ● ● | ● ● |
| MEDIA & COMMUNITIES | | | |
| Promotional campaign of town activities | ● ○ | ● ○ | ● ● |
| Town video and/or podcast series | ● ○ | ● ○ | ● |
| Website and social media updates | ● ○ | ● ○ | ● |

LEGEND

Town
Consultant
Community Partner/Volunteers

Lead Support
 ● ○
 ● ○
 ● ○