



TO: Jane Lazorchak, Elle O'Casey, Marian Wolz and David Plumb
FROM: Climate Access
DATE: November, 2021
RE: Revised Scope of Work

When the initial Vermont Climate Action Plan is released, the focus on public engagement will be primarily to share and educate Vermonters about key priorities in the plan and respond to questions.

In addition, we will gauge support for the Climate Action Plan and share that input with the Climate Council as they continue to refine strategies and with ANR as the agency moves into implementation. Finally, we will direct the public to actions they can take to influence the legislative process, participate in Climate Council processes, as well as take steps in their own communities and lives to cut carbon and prepare for impacts.

The following outlines the revised scope of work from December 2021 through February 2022:

- Generate a short summary of the Vermont Climate Action Plan and ways the public can engage in next steps:
- Write and release a press release and develop a media outreach strategy regarding the Climate Action Plan on December 1st following the Climate Council meeting;
- Launch social media outreach on December 1, 2021, which will be continued through the end of March 2022;
- Reach out to and support partner organizations willing to share the Climate Action Plan and engage partner organizations' constituents in actions that can be taken to support the adoption of the Climate Action Plan. Partner organizations will be Identified through previous roundtables and Interviews and an additional query to the Council;
- Support Just Transitions subcommittee outreach to key organizations and influencers, specifically focused on reaching frontline, impacted and rural communities, with materials, presentations, talking points and online meeting design, facilitation and support as needed.



- Host three online meetings with a multi-pronged approach of sharing the plan, articulating how Vermonters can get engaged (speak to the legislative process, the personal action pathway and ongoing work of the Council) and communicating the iterative nature of the development of the Climate Action Plan (CAP) with the goal of gathering feedback for future iterations of the CAP;
- Set up and run the online engagement platform to highlight and educate the public regarding plan priorities and messaging outlined for online events.
- Develop a press release for the marketable plan in March of 2022.
- Summarize the public input and evaluate the impact of outreach and engagement activities.