

**CITY OF ALBANY  
MEMORANDUM**

DATE: December 6, 2017

TO: Sustainability Committee

FROM: Chelsea Plevy, CivicSpark Climate Fellow  
Claire Griffing, Sustainability Coordinator

SUBJECT: Discussion on Community Outreach and Engagement Opportunities

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**BACKGROUND**

The Sustainability Committee is tasked with providing leadership, technical assistance, and education and outreach to members of the public, schools, local businesses, and city agencies on innovative programs to promote environmental sustainability through energy conservation, solid waste reduction and recycling, water conservation, pollution prevention, transportation efficiency, and other means.

In November 2016, the Committee determined the following priorities for outreach:

- Overall Goals:
  - Inspire residents of Albany to reduce their carbon footprint
  - Foster community resilience by building greater community connectivity and trust
- Suggested Actions:
  - Promote community awareness of options for living a more sustainable lifestyle through providing information about:
    - Incentives for energy upgrades
    - Electric vehicles
  - Connect community members to their neighbors/peers who have adopted sustainable practices:
    - Electric vehicle owners
    - Solar homeowners
    - Energy upgrade homeowners
  - Get community buy-in by focusing on co-benefits of personal and communitywide climate action:
    - Better health outcomes
    - Cleaner air
    - Safer sidewalks
    - Greater community resilience

**DISCUSSION**

In order to meet these outreach priorities, the Committee should develop a successful outreach strategy to implement in 2018. Staff recommends that the Committee prioritize sustainability topics, determine formats in which to present information, identify channels of distribution, and establish potential partnerships.

The table below highlights a list of options to help the Committee develop an outreach strategy. Staff recommends prioritizing 1-2 items from each category. Note that this is not a comprehensive list; it is simply intended to start a conversation.

**Table of Outreach Options**

<b>TOPIC</b>	<b>FORMAT</b>	<b>CHANNEL</b>	<b>PARTNERSHIPS</b>
Installation of residential renewable energy	Articles	Arts & Green Festival	Sustainability staff
EBCE program information and opt-up promotions	Brochures/ pamphlets/flyers	City website	Rec Department staff
Energy efficiency	Fact sheets	Standing weekly eNews item	Other Albany Committees
Fuel switching for homes (e.g. electric heat pumps)	FAQs	“Special Edition” Sustainability eNews blast	Committees from nearby cities
Zero emissions vehicles	Flow charts	Social media (Facebook, Twitter, NextDoor, eNews)	Regional agencies (e.g. StopWaste)
Active transportation	Social media posts	Targeted workshops for residents	Albany Schools
	Graphics for tracking CAP progress	Targeted workshops for contractors	Universities
		Door-to-door outreach	Local community groups (e.g. ACRAT and AS&R)