

DATE: March 21, 2018

TO: Sustainability Committee

FROM: Outreach Subcommittee

SUBJECT: Outreach Subcommittee Meeting Update

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The Outreach Subcommittee met on March 9th to explore potential public engagement strategies for the Sustainability Committee. The subcommittee recognized the challenges with past events, including the planning process, and low levels of community participation.

The Outreach Subcommittee believes it is important for the Sustainability Committee to establish a strong presence in the community, in order to create an avenue for future messages. The Outreach Subcommittee recommends that the Sustainability Committee:

1. Leverage existing community groups and organizations, including Strollers & Rollers, and Carbon Neutral Albany, and reinvigorate past groups (e.g. ACRAT)
2. Utilize existing community events with already proven levels of participation
3. Develop a stronger social media or online presence
4. Actively participate in outreach for EBCE roll out

The Outreach Subcommittee believes that outreach should include both specific Climate Action Plan related community engagement, as well as more inclusive outreach about sustainable behavior.

### **Outreach Options**

<b>Potential Topics</b>	<b>Partnerships</b>	<b>Channel</b>
EBCE Roll Out	Local Community Groups	Community Events
Fuel Switching	Regional Agencies(e.g. Stop Waste)	City Website/Portal
Zero Emission Vehicles	Albany Schools	eNews(Standing Weekly or Special Edition blast)
Installation of Residential Renewable	City Staff(Sustainability Staff or Rec Department Staff)	Social Media(Facebook, Twitter, NextDoor)
	Other Albany Committees	Targeted Workshops for Residents or Contractors
	Committees from Nearby Cities	Door-to-Door Outreach
	Universities	Informational Flyer