



# ENVIRONMENTAL SUSTAINABILITY ADVISORY COMMITTEE

## MEETING AGENDA

**April 28, 2025, from 5:00-6:30**

**HYBRID - Virtual in Microsoft Teams and at Redmond City Hall - Council Conference Room**

**Microsoft Teams:** [Click here to join the meeting](#)

**Call in (audio only)** +1 [206-800-4590](#), Phone Conference ID: 381 694 700#

### **How to Participate in the Virtual Meeting**

Written public comment should be submitted prior to the meeting. Please submit comments no later than 12:00 pm on the meeting date, with your name, phone number, and agenda item you'd like to speak on. Staff will reply to confirm receipt and instructions.

Item	Allotted Time
1. Welcome and Introductions	
<p>2. ESAP Refresh (Jenny + KLA)</p> <p><i>Background</i> Members from the ESAP Refresh consulting team (KLA) will join the ESAC meeting to kick off the ESAP update.</p> <p><i>Discussion</i> Key objectives for this item include:</p> <ul style="list-style-type: none"> <li>• Introduce the project team for the ESAP Refresh</li> <li>• Review proposed brand and priorities for the ESAP Refresh</li> <li>• Discuss equitable engagement, target audiences, and communicating about climate change</li> <li>• Define ESAC's role in community engagement and identify how members can support</li> </ul> <p><i>Relevant Documents</i></p> <ul style="list-style-type: none"> <li>• Draft Communications and Engagement Strategy</li> </ul>	90 minutes
<p>3. Staff Updates</p> <p>Because the meeting time is focused on the ESAP Refresh, staff updates are provided below.</p> <ul style="list-style-type: none"> <li>• The <a href="#">Solarize Eastside Campaign</a> is in full swing, with our next in person workshop on May 7. The program streamlines the process of going solar and provides participants with discounted solar rates, vetted contractors, and technical support. Please spread the word! Reach out to <a href="#">Valeria Cosgrove</a> for materials to share with your HOAs and contacts.</li> <li>• The Energy Smart Eastside program is recruiting community ambassadors to spread the word about the program. Join <a href="#">Energy</a></li> </ul>	Read Only



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<p><a href="#">Smart Eastside</a> virtually on May 7 to learn how you can become an energy efficiency and heat pump ambassador to your community. <a href="#">Register online.</a></p> <ul style="list-style-type: none"><li>• The <a href="#">2024 Energy Smart Eastside Annual Report</a> was published, and presented to Council on April 22, 2025. <a href="#">Learn more.</a></li><li>• The City's Construction and Demolition Recycling Ordinance goes into effect on May 1, 2025. The Ordinance will allow the City to collect data and better understand future policy interventions to increase recycling rates and reduce the amount of materials sent to the landfill.</li><li>• The City completed a grant funded Solar + Energy Storage Feasibility Study, evaluating five city facilities. The City integrated funding to continue that work into 2025/2026. Staff provided a presentation to Council, which can be viewed <a href="#">here</a>.</li></ul>	
4. Adjourned	

# DRAFT

# Engagement & Communications Strategy

**City of Redmond**  
Environmental Sustainability  
Action Plan 2025 Update



**Redmond**  
WASHINGTON

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# Chapter 1

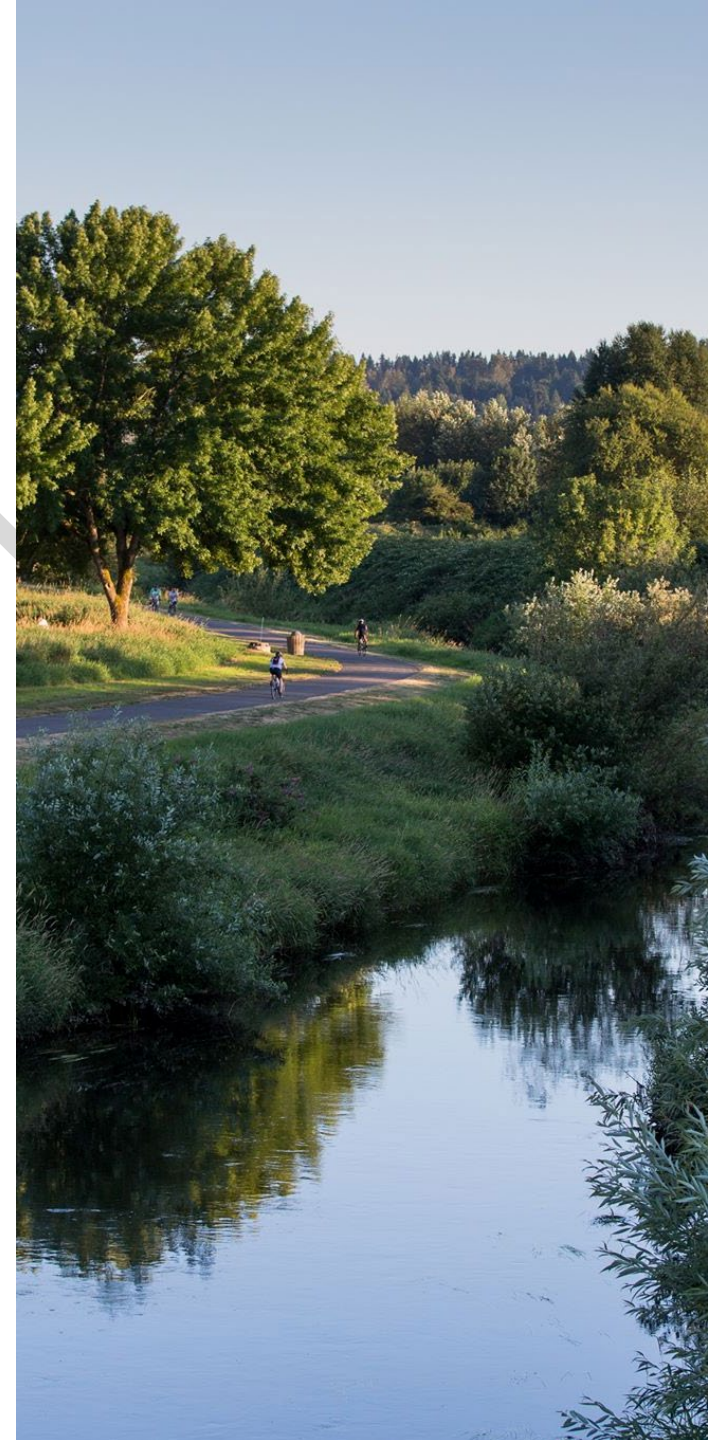
## Introduction to the Strategy

# Approach & Purpose

The City of Redmond is committed to conducting an inclusive engagement process to update the Environmental Sustainability Action Plan (ESAP). This updated plan will refresh the Redmond community's vision for a resilient future, create an actionable roadmap for how to get there, and build capacity across the community for implementation.

Participation and input from across City departments and the community is critical to shaping this plan update. Through developing and executing this Engagement and Communications Strategy, the City of Redmond can:

- **Reach "beyond the choir"** of community members who are already interested in climate-related initiatives and listen, engage, and understand the needs of those who are most impacted by climate change.
- **Engage and inspire** the community throughout the update process to foster a sense of collective ownership and excitement about achieving a healthy, thriving, and climate resilient Redmond.



# Goals for Engagement



Engage a Wide & Diverse Audience



Grow Climate Literacy



Build Capacity to Take Action

This strategy provides a roadmap for how the City of Redmond, with support from Kim Lundgren Associates (KLA), will:

- ✓ engage a wide and diverse audience across the community and City staff,
- ✓ grow literacy about climate change, and
- ✓ build capacity for community members and staff to act on climate change in their own lives and support the plan's implementation efforts.

The community engagement process will include meaningful opportunities to collect feedback among community members while bringing new and often underrepresented voices into the public participation process.

This Strategy is intended to be a working document throughout the ESAP update process.

# Success Looks Like...

What does successful implementation look like for this Engagement and Communications Strategy? At the end of this project, what outcomes do we want to have achieved?

## 1. **Community Input Informed the Plan Update**

- Redmond collected and integrated meaningful input from diverse stakeholders to ensure the ESAP reflects community priorities and values.
- Redmond created accessible opportunities for community members to share ideas and concerns.
- Outreach outcomes inform future grant opportunities.

## 2. **Community Engagement Promoted Positivity and Solutions**

- Engagement highlighted practical, impactful solutions that resonate with residents and empower them to envision their role in implementation.
- Engagement focused on opportunities for community involvement and the tangible benefits of action, such as cleaner air, healthier neighborhoods, and cost savings.

## 3. **Community Engagement Fostered Community Ownership of the ESAP**

- Engagement helped community members see their role in achieving ESAP goals.
- Tailored messages and activities were created to resonate with diverse audiences, reflecting their values, priorities, and lived experiences.
- Outreach activities were accessible, interactive, and fun, strengthening community ties and making climate action a shared and inclusive movement.
- The City maintained open lines of communication and relationships.
- An engagement cadence was created to endure beyond the plan update into implementation.

# Capacity Looks Like...

This section outlines staff members, likely non profit partners, and external community members who can support communications, events, facilitation.

Who	What
<b>City of Redmond Sustainability Team</b>	Communications hub between all stakeholders Content development Coordination between stakeholders
<b>City of Redmond Communications</b>	Thought partner Content publisher
<b>Parks and Recreation Team</b>	Collaborative events coordination
<b>Environmental Sustainability Advisory Committee</b>	Primary advisory body guiding technical and activation of Refresh process
<b>Likely Community-Based Organizations</b> <ul style="list-style-type: none"> <li>○ Indian American Community Services (IACS)</li> <li>○ United Hub</li> <li>○ El Centro Cultural Mexicano</li> <li>○ People for Climate Action</li> <li>○ MoveRedmond</li> <li>○ OneRedmond</li> <li>○ Sustainability Ambassadors</li> </ul>	Sharing events, messaging with their networks Partnering on events and activities



# Chapter 2

## Engaging Effectively and Inclusively

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# Engagement vs. Communications

*Although communication can happen without engagement, engagement cannot happen without communication.*

During the planning process, the City will strive to *communicate* and *engage* with the community in the process. Understanding the distinction between these two mechanisms helps effectively strategize, conduct, and evaluate tactics for each.

**Communication** is the one-way sharing of information out through existing channels. This includes tactics such as press releases, social media, videos, and print materials.

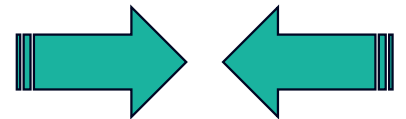
This includes tactics such as:

- Press releases
- Social media
- Videos
- Print materials



**Engagement** occurs when there is two-way dialogue between people that ideally produces a meaningful connection where all parties are active participants and feel heard. This includes tactics such as:

- Focus groups
- Listening sessions



This strategy details tactics for both, and highlights opportunities to use communication as a *mechanism* for fostering meaningful engagement and bringing diverse voices into the planning process.

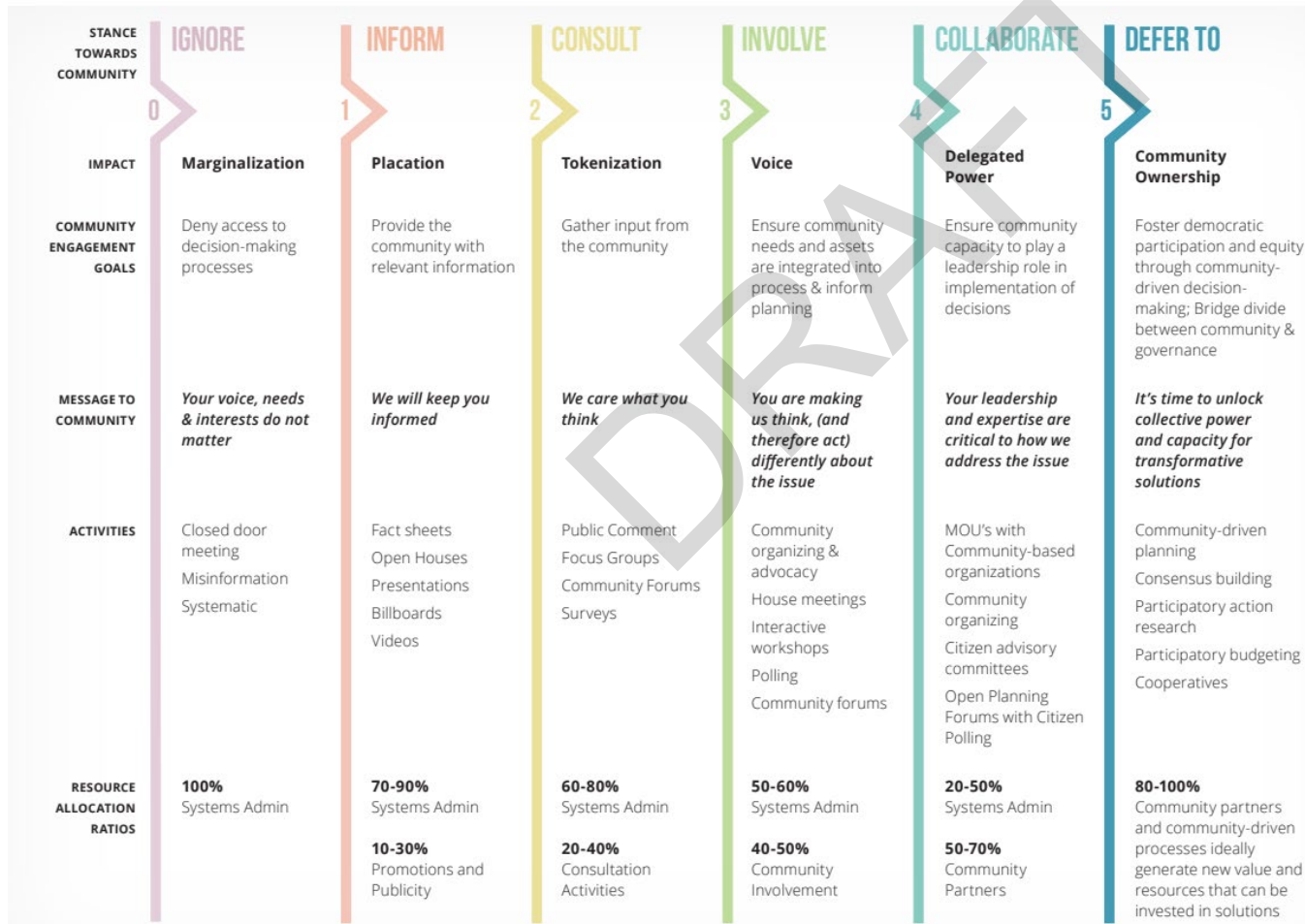
# Spectrum of Community Engagement

The Spectrum of Community Engagement charts a pathway to strengthen local government engagement. Thriving, diverse, equitable communities are possible through deep participation, particularly by communities commonly excluded from the conversation. See where various engagement tactics fall on the spectrum from marginalization to community ownership:

## THE SPECTRUM OF COMMUNITY ENGAGEMENT TO OWNERSHIP



2



Communities should aim to utilize a variety of tactics across 1-5 on the spectrum.

Learn more about this tool: [Spectrum of Community Engagement](#)

# Best Practices for Reaching a General Audience

Utilizing existing municipal communications and engagement channels is an important part of this engagement process. Communicating about the ESAP through regular channels (e.g., municipal social media pages, press releases, website) will reach a wide general audience and can be effective for getting the word out to civically engaged community members.

These tactics should be used throughout the planning process and can be considered the “low hanging fruit” of communications and engagement activities. The focused efforts to reach Target Audiences will strive to engage community members beyond those that these general channels typically reach.

**Use a variety of messages that resonate with different groups of people.**

Different messages resonate with different people. As you use general channels to raise awareness about the planning process and ask for the community to get involved, consider highlighting a diverse range of 'why this matters.' Make the connection between climate change and the planning process to public health and active lifestyles, the economy, wildlife and ecosystems, and residents' bottom line. By connecting more issues that people care about to this project, you can generate greater interest and support from a wider audience.

**Consistency is key.**

Communicate at regular, frequent intervals to reach a wide audience at multiple points throughout the process. For example, plan to include content in your newsletter every month and publish press releases at the beginning, middle, and end of the project.

**Try This Tool**  
[KLA's Climate Conversation Guide](#)

*How to find shared values and talk about climate change in a way that resonates*

# Best Practices for Reaching Target Audiences

## Conduct direct outreach to local organizations and groups related to each Target Audience.

Local organizations, community leaders, and resident groups understand the needs of the community better than anyone. When feasible, invite these groups into the planning process. (Better yet, invite them to co-create processes and events with you!)

- Leverage the existing partnerships and relationships that municipal staff have already built.
- A phone call or stopping by in-person can be most effective.
- Be sure that you can articulate "WIIFM," or "What's In It for Them," and have a clear ask (e.g., *Can you ask your members to take this survey?*).

## Provide multiple touchpoints for engagement.

Create multiple opportunities for Target Audiences to get involved. Consider tabling at a community event (where people already are!) *and* leaving an 'idea box' at the office of a local organization that serves that audience to collect feedback.

## Aim to build long-lasting relationships.

Genuine and meaningful community engagement takes time! Building and nurturing relationships that last beyond the planning process should be a top priority. Be sure to provide something of value to partners that support engagement (e.g., provide compensation for their time, spotlight the organization in the plan or on your website, etc.) and communicate with them often. These connections will be invaluable during the implementation of the climate action plan.

# Best Practices for Accessibility & Translation

The Redmond community includes non-native English speakers, differently-abled individuals, and others with accessibility needs. Consider these best practices for hosting events and distributing materials that are accessible to ensure that all community members can participate in conversations and decision-making around climate action.

**Try This Tool**  
[Hemingway](#)  
[Editing Tool](#)

*Estimates the reading level of your writing and offers suggestions for improvement*

## Digital and Print Materials

- Ensure that all digital materials – website, surveys, videos, and social media content – meet standards for web accessibility.
- Provide printed materials – flyers, door hangers, paper surveys – for residents who may lack internet access.

## Translation, Interpretation

- Offer both printed and digital materials in multiple languages, as applicable.
- Offer translation and/or interpretation services for both in-person and virtual events, as needed.

## Events

- Plan meetings, events, and activities that meet the needs of all participants.
- Select inclusive and accessible facilities and consider providing stipends and childcare.

## Content and Reading Level

- Avoid technical language and write at an 8th grade reading level.

# Chapter 3

## Selecting Tactics and Metrics of Success

# Examples of Engagement Tactics

The tactics used to engage with community members will depend on multiple factors. The type of feedback you're looking to gather, staff capacity, time, budget, and what works in your community and context should all be considered. The following tactics are just a few examples of specific ways to engage with specific target audiences, or your entire community.

<b>Presentations</b>	<b>Focus Groups</b>	<b>Roundtables</b>
Give a presentation to a local organization, club, or Town committee using a basic slide deck and talking points to provide an update on the planning process. <i>In person or virtual.</i>	Conduct a facilitated feedback-gathering session. Intended for a small group (5-12 people) that represents a particular interest, industry, or demographic (e.g., seniors, church members, etc.). <i>In person or virtual.</i>	Facilitate a moderated conversation for an exchange of ideas between attendees. Includes a medium-sized group (10-20 people) where participants bring a particular expertise. <i>In person.</i>
<b>Tabling at Events</b>	<b>Community Surveys</b>	<b>Open House or Community Fair</b>
Attend in person community events to have one-on-one conversations with residents supported by literature, giveaways, and activities such as completing surveys, taking pledges, providing testimonials, etc. <i>In person.</i>	Create and distribute an online survey to gather feedback and understand priorities, concerns, barriers, and opportunities. <i>Virtual, but offer paper options at events.</i>	Host a broad public event with multiple activities to learn about the plan and its focus areas, provide feedback, and participate in fun and excitement-building opportunities. <i>In person.</i>
<b>Testimonials</b>	<b>Pledge Program</b>	<b>Photo or Art Contest</b>
Collect written or recorded testimonials (with photographs) or video statements from a diverse set of community members, describing why climate action is important to them. <i>Can be collected through an online form and in person.</i>	Provide an opportunity for community members to commit to taking one or more specific sustainable behaviors. <i>Virtual and in person.</i>	Put out a call for community members (youth, for example) to submit photos or artwork around different themes related to your plan. Offer incentives, such as having the winning photos or artwork featured in the final plan. <i>Virtual.</i>

**Try This Tactic:** Who doesn't love trivia? Host a sustainability trivia night at a local hangout, incorporate trivia into a community meeting, or ask trivia questions during tabling events to educate through gamification.

# Examples of Communications Tactics

The tactics used to communicate with community members will also depend on multiple factors. Consider the communications channels that you already have at your disposal, who you are reaching through those channels, and how you can leverage community groups, departments, businesses, and community members to spread the word. Where do people in your community get their news from? Who do they trust?

<b>Social Media</b>	<b>Newsletters</b>	<b>Website</b>
Post frequently (at least weekly) across multiple channels about the planning process, including updates, photos from events, specific calls to actions, and other ways the community members can engage.	Leverage your newsletter and the newsletters of other departments and organizations to get your message out to a broader range of community members.	Create a page on your government website dedicated to the planning process that includes the project's narrative, timeline, sponsors, survey links, and other important information to keep residents up to date.
<b>Videos</b>	<b>Flyers and Fact Sheets</b>	<b>Utility Bill Inserts</b>
Work with your local cable access channel or in-house communications staff to create short videos (30 seconds can be enough!) about the planning process with specific calls to action.	Create flyers and fact sheets that can be posted in municipal buildings, public gathering spots, and handed out at events that explain the purpose and goals of the plan and how community members can be involved.	Consider including quick calls to action and information in water or electricity bills that are sent to all residents.
<b>Press Releases</b>	<b>Door Hangers</b>	<b>Posters and Banners</b>
Push out press releases, ideally with calls to action and quotes from the plan's sponsors, to announce that the planning process is underway and when the final plan is adopted.	Leave door hangers on homes and businesses to let community members know about upcoming events, surveys, and more.	Build awareness about your efforts by creating larger posters and banners that can be hung in places like building lobbies, on public transportation, and in public parks.

**Try This Tactic:** Work with your local library to create a display of environmental books and movies and include flyers and other information about the planning process alongside it. Consider hosting a movie night with a family-friendly movie like WALL-E.

# Best Practices for Tracking & Measuring Success

It will be important to track engagement and communications metrics during the planning process to illustrate your efforts for the ESAP. Identifying and tracking these metrics will also help you to measure success against your engagement goals and allow you to pivot as needed to prioritize resources.

## Before you start engaging the community...

### **Identify your metrics.**

Identify the metrics you want to collect and how you'll track them. For example, if you're tracking the number of residents who attend your events, you will need a system for counting and recording those attendees (for example, you could use an attendance clicker to keep count at each event and then record the total number of people in your engagement workplan). Coordinate so that everyone involved in implementing engagement activities knows what you're tracking and how to measure and report those metrics afterwards.

### **Identify your "good-better-best" targets.**

Set targets for your metrics in a way that is flexible and realistic. Things happen! First, identify your ideal, "best" target for each metric (ex: getting 1,000 responses on a survey). Then, consider potential roadblocks to reaching your goal. Work backwards to create a 'better' and a 'good' target for each metric. (ex: getting 750 response and 500 responses). Rather than either succeeding or failing to meet a single target, this sliding scale will allow you more flexibility in achieving your goals that recognizes engagement is an ongoing process.

### **Reflect mid-way and readjust.**

Select a mid-way point in your engagement process and when you get there, reflect on the metrics you've been tracking along the way. Are you on track to meet your goals? Where can you reallocate resources or change your approach to achieve the targets you set?

Don't forget...

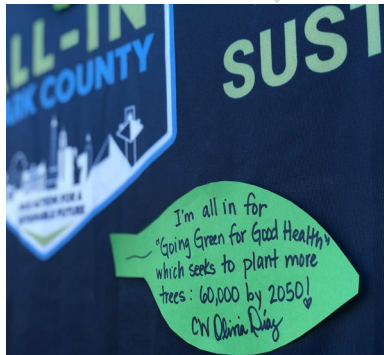
# Document the Process and Collect Contacts

As the saying goes, "A picture says a thousand words." Be sure to **take photos** during every engagement activity and save them to the project's SharePoint site. Photos with people are best, but also take photos of displays, materials, and activities. These photos will be extremely useful for illustrating your community engagement activities in the final plan!

Do you have an existing email list or CRM (customer relationship management) system? Decide how you'd like to **collect contact information** from the community members you connect with and follow up with them throughout the process and after with opportunities to engage. Consider using an online contact form or collect emails on a clipboard during events.

## Try This Tool: Incentives

*If you're asking for contact information, survey responses, or event RSVPs, consider offering gift cards, prizes, or raffles as incentives to participate.*



# Chapter 4

## Knowing and Reaching Target Audiences

# Identifying Target Audiences

This strategy was developed to encourage an equitable and inclusive process that reaches as many members of the Redmond community as possible.

To strive towards an equitable engagement process, this strategy emphasizes tactics that prioritize raising up the voices of:

- Populations that have historically been left out of or excluded from government planning processes and/or
- Populations that will be most impacted by climate change. A few examples could include:
  - Low-income neighborhoods or communities
  - BIPOC communities (Black, Indigenous, People of Color)
  - Seniors or Youth
  - Small Businesses

Tactics in this strategy also strive to lay a foundation of relationship-building so Redmond can continue to meaningfully engage these groups in the future and encourage active and equitable civic participation.

***Rather than assume all audiences have equal access to channels typically used by government, this strategy prioritizes offering more resources and time to removing barriers to participation that Target Audiences may experience.***

# Target Audiences

Target Audience	Rationale: Why are we targeting them?	What would success look like for engaging this audience?
<b>Youth</b>	21% of Redmond residents are <18 years old. Children and teens can be more vulnerable to climate hazards and face a lifetime shaped by climate change.	<ul style="list-style-type: none"> <li>• At least 21% of survey respondents are youth.</li> <li>• Host a youth climate action workshop with at least one high school class or club.</li> </ul>
<b>Business Community</b>	Redmond is known for its diverse industries, including aerospace, high tech, video game production, biotech, and thousands of small businesses. To rapidly reduce emissions in Redmond, we need businesses to take action within their buildings and operations. Redmond can leverage the City's Economic Development team and OneRedmond, the City's Chamber of Commerce, to facilitate dialogue between the City and the business community.	<ul style="list-style-type: none"> <li>• Host a roundtable with at least 10 local businesses to learn more about barriers to action.</li> </ul>
<b>Asian Community</b>	38% of Redmond's population identifies as Asian. 43% of Redmond residents are foreign born, and nearly 30% speak English less than very well, which can create barriers in communication before, during, and after emergencies and evacuations.	<ul style="list-style-type: none"> <li>• Partner with Indian American Community Services (IACS) and United Hub to achieve identified engagement outcomes.</li> <li>• Host community workshop with IACS, United Hub, and Energy Smart Eastside program.</li> <li>• Offer translated surveys / At least 38% of survey respondents identify as Asian.</li> </ul>

# Target Audiences cont.

Target Audience	Rationale: Why are we targeting them?	What would success look like for engaging this audience?
<b>Hispanic/Latino Community</b>	7% of Redmond's population identifies as Hispanic/Latino. Language/cultural differences can create barriers in communication before, during, and after emergencies and evacuations.	<ul style="list-style-type: none"> <li>• Partner with Centro Cultural Mexicano to achieve identified engagement outcomes.</li> <li>• Host community workshop with Centro Cultural Mexicano and Energy Smart Eastside campaign.</li> <li>• Offer translated surveys and outreach materials.</li> </ul>
<b>IMPLEMENTATION AUDIENCE: Homeowners and Landlords with Opportunity to Electrify</b>	45.2% of Redmond's population is a homeowner. Homeowners will need to take action to support the goals of the ESAP, including switching from fossil fuel HVAC systems to electric heat pumps. However, 54.8% of Redmond residents rent. Landlords and property owners will be an important group to reach, with different resources and messaging.	<ul style="list-style-type: none"> <li>• Host multifamily/property owners/property manager focus group (at least 8 participants) to understand needs and barriers to installing heat pumps and other building decarbonization efforts.</li> <li>• 100 sign-ups for Energy Smart Eastside heat pump campaign</li> </ul>

# Potential Communications & Engagement Tactics

The following includes possible tactics to engage the Target Audiences identified.

Target Audience	How will you NOTIFY them?	How will you EDUCATE them?	How will you ENGAGE them?
<p><b>Name of Audience</b> (Ex: General Audience, Youth, Local Businesses, etc.)</p>	<p><b>What platforms will be used to reach this audience?</b></p> <p>(Ex: Email, communications &amp; messaging, E-newsletters &amp; e-blasts, press releases, utility inserts, personal calls, etc.)</p>	<p><b>What materials and strategies will be used to educate this audience?</b></p> <p>(Ex: Fact sheets &amp; FAQ, maps, workshops, presentations, media)</p>	<p><b>What events or activities will be held to engage this audience?</b></p> <p>(Ex: community workshops, tabling at community events, interviews, focus groups)</p>
<p><b>General Audience</b></p>	<ul style="list-style-type: none"> <li>• City Website</li> <li>• Let's Connect page</li> <li>• City Social Media (Facebook, X, Instagram)</li> <li>• Redmond eNewsletter</li> <li>• Sustainability eNewsletter</li> <li>• Konveio</li> <li>• Business cards/flyers in coffee shops</li> <li>• Utility bill inserts</li> <li>• Postcards to different neighborhoods</li> <li>• Focus</li> </ul>	<ul style="list-style-type: none"> <li>• "Solutions Spotlights" Videos</li> <li>• Fact Sheet and Infographics</li> <li>• Library Display</li> <li>• Sustainability Trivia Night</li> <li>• Climate Movie Screening</li> <li>• Sustainability Book Club</li> <li>• Online Webinar Series</li> </ul>	<ul style="list-style-type: none"> <li>• Community Survey</li> <li>• Nature Art Night</li> <li>• Picnic in the Park</li> <li>• Community Workshop</li> <li>• Monthly Office Hours</li> </ul>

# Potential Communications & Engagement Tactics

## *cont.*

Target Audience	How will you NOTIFY them?	How will you EDUCATE them?	How will you ENGAGE them?
<b>Youth</b>	<ul style="list-style-type: none"> <li>• Leverage any environmental or green clubs at high schools and middle schools</li> <li>• Sustainability Ambassadors or other youth influences could help distribute information or support a workshop</li> <li>• Redmond Youth Advisory Committee and/or Friends of Youth to distribute information in a newsletter or flyer</li> </ul>	<ul style="list-style-type: none"> <li>• Work with the library to create a climate themed display</li> <li>• Collaborate with a science teacher(s) who could help educate or promote ESAP with students. An existing environmental program or curriculum?</li> </ul>	<ul style="list-style-type: none"> <li>• Youth climate action workshop</li> </ul>
<b>Business Community</b>	<ul style="list-style-type: none"> <li>• Collaborate with OneRedmond</li> <li>• Work through tech sustainability affinity groups               <ul style="list-style-type: none"> <li>• Nintendo</li> <li>• Microsoft</li> <li>• Meta</li> </ul> </li> <li>• Any other organizations that would be a good connection to the business community?</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation or workshop with tech sustainability affinity groups</li> </ul>	<ul style="list-style-type: none"> <li>• Local business roundtable</li> <li>• Host presentation or workshop for tech affinity groups</li> </ul>

# Potential Communications & Engagement Tactics

*cont.*

Target Audience	How will you NOTIFY them?	How will you EDUCATE them?	How will you ENGAGE them?
<p><b>Asian Community</b></p>	<ul style="list-style-type: none"> <li>Work with local CBOs to distribute information and resources, including IACS, United Hub, Immigrant Women's Community Center, 4Tomorrow</li> </ul>	<ul style="list-style-type: none"> <li>Distribute communications, surveys, fact sheet in multiple languages</li> </ul>	<ul style="list-style-type: none"> <li>Host community workshop with IACS and United Hub and Energy Smart Eastside campaign</li> <li>Partner with IACS, United Hub to conduct interviews, small group conversations, etc.</li> </ul>
<p><b>Hispanic/Latino Community</b></p>	<ul style="list-style-type: none"> <li>Work with local CBOs to distribute information and resources, including El Centro Cultural, Immigrant Women's Community Center, 4Tomorrow, CISC</li> </ul>	<ul style="list-style-type: none"> <li>Distribute communications, surveys, fact sheet in multiple languages</li> </ul>	<ul style="list-style-type: none"> <li>Host a community workshop with El Centro Cultural Mexicano and Energy Smart Eastside.</li> <li>Partner with Centro Cultural Mexicano and other CBOs to conduct interviews, small group conversations, etc.</li> </ul>
<p><b><i>IMPLEMENTATION AUDIENCE:</i></b>  <b>Homeowners and Landlords with Opportunity to Electrify</b></p>	<ul style="list-style-type: none"> <li>Targeted communications about Energy Smart Eastside to homeowners in specific neighborhoods or property managers of HOAs and multifamily housing</li> </ul>	<ul style="list-style-type: none"> <li>Collect and share testimonial videos, social media posts, mailers, etc. featuring homeowners who have made the switch</li> <li>Heat pump mythbusting quizzes and activities online and at ESAP events</li> </ul>	<ul style="list-style-type: none"> <li>Host property owner focus group and property manager focus group to identify needs and barriers to installing heat pumps and electrifying multifamily</li> <li>Community workshops with Energy Smart Eastside, as specified above.</li> </ul>

# DRAFT Schedule and Reach of Tactics

When will you execute each of our tactics during the community engagement period?  
Which audiences will be reached by each tactic that you implement?

Comms or Engagement Tactic	Date/Month of Implementation	Who's Responsible	Audiences Reached by Tactic					
			General Audience	Youth	Business Community	Asian Community	Hispanic / Latino Community	Heat Pump Homeowner / Landlords
Community Survey	May - October	KLA drafts, creates online and paper versions, and evaluates. Redmond distributes.	X					
Fact Sheet	April - May	KLA develops and designs. Redmond distributes.	X					
Social Media Content, Calendar, and Newsletter Support	May - October	KLA develop graphics and text context. Redmond distributes.	X					
Translated Communication Materials	May - June	CBOs support with translation. KLA develops and designs. CBOs distribute.				X	X	
Community Workshop	June-July	KLA develops and designs. Redmond manages logistics, KLA + Redmond + ESAC facilitate	X					
Heat Pump Community Workshop	June - July	Hosted by Redmond, IACS, United Hub, El Centro and the Energy Smart Eastside program. Redmond/ESE to manage.	X			X	X	X

# DRAFT Schedule and Reach of Tactics *cont.*

Comms or Engagement Tactic	Date/Month of Implementation	Who's Responsible	Audiences Reached by Tactic					
			General Audience	Youth	Business Community	Asian Community	Hispanic / Latino Community	Heat Pump Property Owners/ Property Manager
Property Owner Focus Group – Heat Pumps and Electrification	July - August	TBD						X
Property Manager Focus Group – Heat Pumps and Electrification	July - August	TBD						X
Conduct Interviews and Small Group Conversations	May - August	IACS, Centro Cultural, and United Hub to facilitate.				X	X	
Youth Climate Action Workshop	September	TBD		X				
Local Business Roundtable	August	TBD			X			
Presentation or workshop with sustainability affinity groups at tech firms	August	TBD			X			
Sustainability Toolkit for Businesses	May - October	ESAC?			X			

# DRAFT Schedule and Reach of Tactics *cont.*

Comms or Engagement Tactic	Date/Month of Implementation	Who's Responsible	Audiences Reached by Tactic					
			General Audience	Youth	Business Community	Asian Community	Hispanic / Latino Community	Heat Pump Homeowner/ Landlords
Picnic in the Park	TBD	TBD	X					
Monthly Office Hours	May - October	Redmond to host and facilitate.	X					
"Solutions Spotlights" Videos	TBD	Redmond Target 4	X					
Other climate-themed events (trivia night, climate movie screening, book club)	TBD	TBD	X	X				
Climate-Themed Library Display	June	KLA provides materials and list of books / media. Redmond coordinates with library.	X	X				