

Appendix C

Climate Mobilization Strategy Public Engagement Activities and Outreach

Public Engagement Activities and Promotion

The following section details the engagement activities and promotion efforts employed during the Climate Mobilization Strategy development process.

Council Engagement

Table 1 provides a timeline of the meetings and presentations taken to City Council during the CMS process.

Table 1 Council Engagement Events

| Event | Date |
|--|----------------------------------|
| Council Kickoff Presentation & GHG Inventory Summary Presentation | October 17 th , 2022 |
| Council Consent Item for Climate Mobilization Strategy Professional Services Agreement | November 21 st , 2022 |
| Council Update Presentation | May 1 st , 2023 |
| Council Review of Strategies and Actions | June 20 th , 2023 |
| Council CMS Review Presentation | September 5 th , 2023 |
| Council CMS Adoption Presentation | October 16 th , 2023 |

Interested Party Engagement

Table 2 provides a timeline of the interested parties and small group meetings hosted during the CMS process.

Table 2 Interested Party Engagement Events

| Interested Party | Date |
|--|--|
| Climate Action Healdsburg | July 25 th , 2022 & March 15 th & August 28 th , 2023 |
| Chamber of Commerce Government Affairs | February 9 th , 2023 |
| Rotary Club | March 27 th , 2023 |
| Senior Center | March 29 th & April 6 th , 2023 |
| High School Eco-Art Club | April 7 th , 2023 |

Community Engagement

Community Workshops

Community Kickoff Workshop (December 12th)

On December 12th the Community Kickoff Workshop was hosted in person at the Healdsburg Community Center in the Multi-purpose Room from 6:00 – 7:30pm. Approximately 50 community members attended and participated at the workshop. The workshop included a 20 minute presentation to start off the workshop followed by an interactive activity.

The intent of the workshop was to introduce the Climate Mobilization Strategy and provide information on the projects background to the community. The intent of the engagement activity was to gain initial insight into how the community viewed climate change, concerns related to climate change, specific areas the community felt the City should focus on to address climate change, and to understand how the community felt the Climate Mobilization Strategy (CMS) should fit into and support the community. The workshop was followed by a related survey.

PROMOTION

- Email blasts
- Social media
 - Facebook event
- Flyer/poster distribution
- Chamber/Visitor Center outreach
- Spanish Speaker outreach (in partnership with Corazon, including door to door outreach)
- Climate Action Healdsburg outreach
- City Manager newsletter
- Event posted on City calendar

ENGAGEMENT ACTIVITY

For each sector (i.e., Building Energy, Transportation, Solid Waste, Water/Wastewater, Other) the following discussion questions were posed to small groups of community members:

- How can the Climate Mobilization Strategy support the community qualities you value most?
- What concerns do you have regarding the climate and the future? What concerns do you have regarding the development of the Climate Mobilization Strategy?
- What actions do you feel the City should take to address climate impacts? What do you feel are the largest barriers to accomplish these actions?
- What actions can community members take to address climate impacts? What are the challenges you face to take such actions?

The attending City staff, and consultants circulated the room and tables to moderate and prompt discussion as needed.

From the workshop, it was identified that the community most values the small-town feel, safety, and natural environment of Healdsburg. Workshop participants were particularly interested in the CMS supporting active transportation infrastructure, preserving the natural environment, providing

opportunities for community members to be more sustainable (e.g., energy efficiency, expanding public transit, composting). Workshop participants were particularly concerned with drought and wildfires associated with climate change. Additionally, participants voiced concerns regarding affordability and equity related to the development of the CMS. Participants felt the City should focus on infrastructure improvements, rebates for individuals and protecting natural resources while there was concern that cost would be a barrier as well as business/ tourism interests may conflict with the community. Workshop participants indicated that community members should be responsible for things like reduced driving, composting or waste diversion and conserving resources (e.g., water and electricity), however education, cost, and changes in individual behavior was indicated as the largest perceived barriers.

Forecast, Targets, and Strategies Workshop (March 1st)

On March 1st a Community Workshop was hosted virtually via Zoom from 6:00 – 7:30pm. Approximately 40 community members attended the workshop virtually. The workshop started with a 20 minute presentation and status update followed by an engagement activity. Additionally, the workshop included a Spanish Watch Party hosted at the Community Center and facilitated by Corazon. The watch party included approximately 12 community members.

The goal of the workshop was to 1) inform the community of status of the CMS, findings of the previously provided feedback, and explain the challenges and opportunities to climate strategy development and 2) determine the communities priorities for types of strategies to employ in the community.

PROMOTION

- Email blasts
- Social media
 - Facebook event (English/Spanish)
 - Video with Mayor (English) and Parks Superintendent (Spanish)
- Flyer/poster distribution (English/Spanish)
 - Senior Center
 - Library
 - Community Center
 - City Hall & Community Development Center
 - Starbucks
 - Black Oak Coffee
- Chamber/Visitor Center outreach
- Spanish Speaker outreach (in partnership with Corazon, including door to door outreach in multiple neighborhoods)
 - Facilitated in-person interpretation of workshop activity
- Climate Action Healdsburg outreach
- City Manager newsletter
- Poster in Plaza (English/Spanish)
- Newspaper inclusion of event
- Event posted on City calendar

ENGAGEMENT ACTIVITY

The engagement activity was hosted using Mural Board, a tool to allow for brainstorming and collaboration on a virtual platform. Multiple breakout rooms of small groups were hosted where participants were encouraged to discuss their ideas for reducing emissions by each sector. The moderator of the room provided examples of strategies and prompted discussion and looked for participants to add their own ideas by sector via posted notes. After ideas were posted, the different ideas were voted on to give an idea of the level of support.

It was noted from participant feedback that the virtual platform was challenging to access and navigate and created frustration. This feedback guided future surveys and engagement activities.

From the mural board feedback, participants indicated a high level of interest in 100% carbon-free electricity, upgrading building codes for all electric, on-demand town shuttle services, increasing active transportation infrastructure, reducing cars in downtown, water conservation, and increasing natural habitat restoration.

Measures and Actions Workshop (July 26th)

On July 26th a Community Workshop was hosted at the Healdsburg Community Center from 6:00 – 7:30pm. Approximately 65 community members attended the workshop. The workshop started with a 20 minute presentation and status update followed by an engagement activity.

The goal of the workshop was to provide a forum for the public to review the drafted GHG reduction measures and actions and provide feedback in terms of support, no-support, or items that should be changed. The measures and actions brought to the workshop had already undergone multiple rounds of review by the City staff and included cost assessment of the actions and measures in terms of relative cost to the City and cost to the community.

PROMOTION

- Email blasts
- Social media
- Flyer distribution (English/Spanish)
- Spanish Speaker outreach (in partnership with Corazon, including door to door outreach)
- Climate Action Healdsburg outreach (including collaboration with Corazon and other outreach activities)
 - Op ed in newspaper
- City Manager newsletter
- Poster in Plaza (English/Spanish)
- Flyers and Pre-Meeting Slide at Council meeting

ENGAGEMENT ACTIVITY

The room was separated into 6 sections to focus on the sectors included in the CMS (e.g., Building Energy, Transportation, Solid Waste, Water, Carbon Sequestration, and Other). Each section contained the sector related measures as well as the actions and associated cost printed out on posters. Participants were provided green and red stickers to vote “support” or “does not support” on actions, respectively. The attending City staff and consultants were stationed around the room to answer questions and engage in discussion on the different actions and measures.

From the activity, it was noted that generally participants were in support of the proposed actions and measures as written, with more tree planting garnering the most support.

Community Surveys

Initial Climate Mobilization Strategy Survey (December 12th – January 31st)

Following the Community Kickoff Workshop the Climate Mobilization Strategy Survey was released. The survey was published in English and Spanish. The survey contained 10 questions that gauged what the respondent most valued about the Healdsburg community, how the CMS should support the community, concerns related to the development of the CMS, what sectors should be prioritized in the CMS and what they considered potential barriers.

PROMOTION

- Offered in both English and Spanish
- Email blasts
- Social media
 - Video with Utility Conservation Analyst (English/Spanish)
 - Reels of sample survey questions
- Flyer/poster distribution (English/Spanish)
 - Senior Center
 - Posted at computer stations
 - Library
 - Community Center
 - City Hall & Community Development Center
- Chamber/Visitor Center outreach
- Spanish Speaker outreach (in partnership with Corazon, including door to door outreach)
- Climate Action Healdsburg outreach
- City Manager newsletter
- Poster in Plaza (English/Spanish)
- Flyers at Council meeting
- Attend Senior Center lunch
- Senior Center newsletter
- Promotion at Rotary Club meeting
- January bill insert to all utility customers (English/Spanish)
- Added CMS information to template for all rebate check cover letters
- Email to all City staff

SURVEY RESULTS

There were 256 English responses and 12 Spanish responses to the survey. Survey respondents indicated that the aspects of the community that were valued most were the small-town feel, community and natural environment. Survey respondents ranked the changes to prioritize in the following order starting with the highest priority and ending with the lowest: water conservation,

water/wastewater, waste reduction, active transportation/reducing VMT, electrification of vehicles, electrification/decarbonization of buildings, and carbon sequestration. Respondents felt that the CMS should contribute to the community by increasing resiliency, reducing GHG emissions, improve transportation, increase community involvement, modernize buildings, and provide economic opportunities, where the list goes from most selected response to least. Respondents listed the following concerns regarding the development and adoption of the CMS from greatest to least concern: associated costs, regulatory limitations, other (e.g., effectiveness of plan, resource allocation), technology changes, and transportation changes.

Strategy Prioritization Survey (April 22nd – May 21st)

The Strategy Prioritization Survey was released April 22nd for approximately a month. The survey was published in English and Spanish. The survey was prepared using Balancing Act which asked respondents to select one of three options (e.g., low, medium, high) per type of strategy. The low, medium, high strategies related to the level of GHG emission reduction impact and the level of City and community effort that would be necessary to implement the strategy. For each strategy, background and major considerations for implementation was provided on the type of strategy. For each level of strategy implementation (e.g., low, medium, high) information was provided on relative cost of that level of strategy implementation, the GHG reduction impact, and the type of actions that would have to occur. Respondents had to select enough strategies to achieve at a minimum 33,000 MT CO₂e of reductions to submit the survey. Respondents were also able to rank and prioritize their selections. The following over arching strategies were included in the survey:

- Increase carbon-free electricity
- Electrification of new construction
- Electrification of existing construction
- Shift driving to public transit or car-share
- Shift driving to walking or biking
- Increase electric vehicle adoption
- Reduce organic waste
- Reduce water consumption
- Increase carbon sequestration

The intent of the survey was to assess what respondents were willing to do to reach GHG reduction goals and which types of strategies they prioritized to get there.

PROMOTION

- Offered in both English and Spanish
- Email blasts
 - Press release
- Social media
 - Video with Utility Conservation Analyst (English/Spanish)
 - CMS informational pictures
- Flyer and brochure distribution (English/Spanish)
 - Senior Center
 - Library

- Community Center
- City Hall & Community Development Center
- Coffee shops, ice cream store, and juice/smoothie store
- Book stores
- Healdsburg Center for the Arts
- Safeway
- CVS
- Chamber/Visitor Center outreach
- Spanish Speaker outreach (in partnership with Corazon, including door to door outreach and pop up tabling)
- Climate Action Healdsburg outreach (including collaboration with Corazon and other outreach activities)
- City Manager newsletter
- Poster in Plaza (English/Spanish)
- Flyers and Pre-Meeting Slide at Council meeting
- Promotion at Rotary Club meeting
- Email to all City staff
- City Pop Up tables
 - Black Oak Coffee (April 27)
 - Library (May 3)
 - Senior Center Brunch (May 5)
 - Food Pantry (May 10)
 - Can Recycling Station (May 17)
 - Day Labor Center (May 19)

SURVEY RESULTS

There were 460 English responses and 106 Spanish responses to the survey with an additional 65 survey responses occurring at the Climate Fest Pop-up event. In the energy sector, the results of the balancing act survey prioritized strategies in the following order: 1) increase carbon-free electricity, 2) electrify new construction, and 3) electrify existing construction. From the survey, the goals that received the most votes by strategy were: increase carbon-free electricity to 100% renewable and carbon-free, electrify new construction by 100%, and electricity 25% of existing buildings. In the transportation sector, the results of the balancing act survey prioritized strategies to shift driving to walking and biking with a goal of 15% mode shift being most favorable. English and Spanish responses differed for the other transportation strategies, where English responses indicated a preference for increasing electric vehicle adoption over increasing public transit use and Spanish responses indicated a preference for increasing public transit use over increasing electric vehicle adoption. From the responses, it appeared that a mode shift to 10-25% of public transit use was most favorable. A goal for an increase of electric vehicle adoption to 40-50% received the most votes from all respondents. A majority of respondents selected an organic waste diversion goal of 90% and a water conservation goal of 25%. Based on survey results the top four strategies were prioritized in the following order, where one is the highest priority: 1) increase carbon-free electricity between 85-100%, 2) electrify new construction (100% all-electric buildings), 3) reduce

organic waste by diverting at least 90% organic waste from landfills, and 4) shift driving to walking and biking (15% mode shift). English respondents also ranked the strategy to increase electric vehicle adoption to 40-50% as a top five priority. Spanish respondents ranked the strategy to electrify existing building by 25% as a top five priority.

Final Strategy Survey (August 22nd – September 10th)

In conjunction with the publishing of the CMS Public Review Draft for public comment, the Final Strategy Survey was released on August 22nd. The survey focused on specific aspects of key measures and actions to better understand community support for some of the actions that will require more changes or cost impacts. The results from this survey will be used to better understand community support for some of the key actions and to focus the implementation.

PROMOTION

Promotional activities were similar to those used for the first two surveys.

SURVEY RESULTS

There were 404 English responses and 72 Spanish responses to the survey. The survey asked respondents about their willingness to pay additional electricity costs that would likely be associated with the CMS goal to obtain 85% renewable and carbon-free electricity by 2030. Overall, 57% of respondents were not willing or somewhat unwilling, 37% willing or somewhat willing, and 7% were neutral. A majority of Spanish respondents (87%) were not willing to take on this cost. Respondents were asked to what extent they agree with a policy that requires existing gas appliances to be upgraded with electric appliances for existing buildings during large renovation projects (over \$250,000 residential, and over \$500,000 commercial). A majority of Spanish respondents indicated that this was not applicable as they were not building owners; whereas 58% of English respondents disagreed with the policy and 37% agreed with the policy. The survey asked several questions related to driving including whether respondents were willing to pay a parking fee downtown to reduce individual driving, which alternative transportation method the respondent would most likely use, and what resources would need to be available to encourage purchase and use of an electric vehicle (EV). The majority of survey respondents (74%) opposed the implementation of a downtown parking fee with 73% of Spanish respondents and 45% of English respondents noting that they did not want to reduce their individual driving. However, 40% of English respondents indicated that walking or biking would be a preferred method. 55% of Spanish respondents and 34% of English respondents indicated that they do not want to switch to an EV, while 39% of Spanish respondents and 2% of English respondents found that measures related to EVs are not applicable because they do not own a car. English respondents showed the most support (47%) for discounts, rebates, or incentives to offset initial costs, followed by public charging opportunities (33%), affordable public charging rates (27%), incentives for charging at certain times (17%), and expediate process to install chargers (15%). Support for other resources including multifamily housing charging, workplace charging opportunities, and opportunities to participate in an EV car share program had less than 10% support. A majority of English respondents (83%) are already sorting their organic waste or plan to (6%). Though 32% of Spanish respondents are currently sorting organic waste, 39% are not and do not plan to. When asked whether the respondent supports the implementation plan, a majority of Spanish respondents did not (88%); while there was a split response from English respondents with about half not supporting (48%) the plan and about half supporting (45%) the plan. The survey focused on the more difficult actions and did not ask about other supportive and engagement actions that are also included in the CMS,

which could have contributed to lower levels of support. Edits were made to some CMS actions to address feedback and comments received.

Community Pop-up Events

In addition to the above detailed community workshops and surveys, there were also several pop-up events conducted to promote the CMS and engage the public. The Climate Fest Booth is described below and the other pop-up events were intended to promote the Strategy Prioritization Survey described above.

Climate Fest Booth Activity (April 22nd)

The City hosted a booth at Climate Fest in Healdsburg Plaza. At the booth, City staff and consultants engaged with the community and promoted the recently released Strategy Prioritization Survey. Additionally at the booth, the City hosted an engagement activity which gauged participants interest in implementing different GHG reduction strategies such as waste diversion, electrification of their home and vehicles, and increased active transportation.

PROMOTION

- Email blast
- City Manager Newsletter
- Social media
- Overall Climate Fest promotional activities
- Opportunity drawing for e-bike for electric customers that participated in activity at booth