

An aerial photograph of Mercer Island, Washington, showing the island's green landscape, surrounding water, and distant snow-capped mountains under a blue sky. A large, white, diagonal 'DRAFT' watermark is superimposed over the upper half of the image.

DRAFT

PUBLIC ENGAGEMENT PLAN

**MERCER ISLAND
CLIMATE ACTION PLAN**

APRIL 2022





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OVERVIEW OF PUBLIC ENGAGEMENT PLAN

Background

The City of Mercer Island (City) is developing its first Climate Action Plan (CAP) that will serve as a foundational framework and roadmap to manage current and future carbon emissions and climate change impacts in Mercer Island. The overarching goal of this CAP is to establish a suite of ambitious and feasible strategies to reduce Mercer Island's GHG emissions, get back on track to meet emissions targets, prepare residents for future climate impacts, and bring additional benefits to all members of the community. In recognizing that community engagement is essential in developing and implementing a successful CAP, this Public Engagement Plan (Plan) will support the City in re-envisioning what a climate-smart community looks like and identify pathways that help achieve that vision.

This Plan has been developed to **provide a strategic framework for engaging with key partners and the public in the climate action planning process**. This Plan outlines the goals and objectives of public engagement, community demographics, key messages, and strategic engagement strategies to engage and communicate with a diversity of audiences and partners. Cascadia Consulting Group (CCG) will work with the City to implement this Plan.

Public Engagement Approach Overview

The outreach team will be engaging the public at key project milestones to identify key community priorities and preferences; gather input on proposed climate strategies to ensure that community needs, goals and preferences of the community are reflected; and to ensure community input shapes the final product. The outreach team will do this by using a series of tools, including but not limited to: online open house & survey, community workshops, briefings at events, newsletters/mailers, and direct outreach to key community members through focus groups.

The Public Engagement Plan is a living document intended to guide the project team through the engagement process.

Project Team

| | |
|--------------------------|---|
| Project Managers: | Ross Freeman (City Sustainability Program), Andrea Martin (CCG), Addie Bash (CCG) |
| City Staff: | Alaine Sommargren (Public Works Deputy Director), Alison Van Gorp (Deputy CPD Director), Jaime Paige (Support Services Manager), Jason Kinter (Chief of Operation), Mason Luvera (Communications Manager), Merrill Thomas-Schadt (Senior Management Analyst), Patrick Yamashita (City Engineer/Public Works Deputy Director), Sarah Bluvus (Economic Development Coordinator) |
| Outreach Support: | Mike Chang (CCG), Megan Lee (CCG) |



GOALS, OBJECTIVES, & GUIDING PRINCIPLES

Vision: Develop a Public Engagement Plan that engages the Mercer Island community for the CAP, so that the CAP reflects the community's goals, needs and priorities.

| | |
|---------------|--|
| Goal A | <p>Educate, empower, and energize the citizens of Mercer Island to cultivate a shared understanding around climate change and clearly communicate the overall engagement process.</p> <p>Objective 1: Equip citizens with a baseline level of knowledge of concepts and terms about climate change.</p> <p>Objective 2: Build awareness around climate change, the climate action planning process, and convey how this relates to and supports the interests and values of all audiences within the community.</p> <p>Objective 3: Ensure the citizens of Mercer Island are aware of where and when public input is available and have access to information and resources to participate.</p> |
| Goal B | <p>Gather community perspectives and feedback on the CAP that is representative of the community and build communitywide support and buy-in to inform CAP development and guide decision-making.</p> <p>Objective 1: Reduce barriers to participation and use relevant, in-language messaging to different audiences across ages, industries, cultures, and locations.</p> <p>Objective 2: Provide opportunities for community members to voice their priorities, concerns, and expectations as they relate to the CAP—and be responsive to them—to ensure buy-in throughout the planning process.</p> <p>Objective 3: Provide transparency regarding how community input is used and will guide the CAP process.</p> |

These goals and objectives are aligned with the following **public engagement guiding principles**:

- **Education & Awareness** – ensure the community has access to information and resources to participate and provide input
- **Access & Transparency** – the community knows when and how they can participate in the CAP process
- **Equity** – intentional efforts are taken to engage historically underrepresented communities in a meaningful way
- **Support** – the community feels respected and heard
- **Trust** – the community understands how their input and participation shapes the final product



ENGAGEMENT PHASES

The CAP engagement process will consist of the following key phases:

- **Phase 1 Engagement:** Vet proposed targets/goals; brainstorm and begin vetting/prioritizing actions; identify high-level barriers/challenges/opportunities.
- **Phase 2 Engagement:** Review draft CAP; finalize actions & implementation details.
- **Phase 3 Engagement:** Final review of CAP; adoption; transition to implementation.

KEY AUDIENCES AND PARTNERS

Mercer Island Community Context

Mercer Island is situated in Lake Washington, east of the City of Seattle and west of the City of Bellevue against the backdrop of the Cascade Mountains, Mount Rainier, and Lake Washington. While Mercer Island is a relatively small and affluent City, it has a diversity of residents, community groups, and interests that will be essential to integrate into the planning process. These audiences include local small businesses, senior citizens, ethnic groups, and residents from different income demographics.

The table below describes some of the ways Mercer Island's demographics compare to the rest of King County, and what those characteristics might mean for engagement:

| Mercer Island... | Engagement considerations |
|---|---|
| ...has a large population of people 65 years old and over | ✓ Identify and partner with senior adult organizations identified in Appendix A. |
| ...is highly educated. | ✓ Tap community knowledge for CAP development and implementation support. ✓ Meet the community where they're at – can provide more technical background information. |
| ...has a large Asian population ¹ | ✓ Identify and partner with Asian community-based organizations. ✓ Provide translation services for Asian languages (specifically, traditional Chinese/Mandarin). |
| ...has a high rate of home ownership. | ✓ Include homeowners' associations as part of targeted community outreach. |

¹ The percentage of Mercer Island residents who identify as Asian alone differs only 0.1% from the rest of King County but has a 10.2% larger Asian alone population when compared to Washington State.



PUBLIC ENGAGEMENT PLAN

According to the U.S. Census Bureau, Mercer Island has an **estimated population of approximately 25,820 persons** in 2020. Other recent demographics are summarized as follows, based on 2020 5-year estimates:

| Age | |
|---------------|-------|
| Under 5 years | 4% |
| 5-19 years | 21.5% |
| 20-44 years | 23% |
| 45-64 years | 31.1% |
| 65 and over | 20.6% |

| Languages Spoken | |
|------------------------------------|-------|
| English only | 77.9% |
| Asian and Pacific Island languages | 12.1% |
| Other Indo-European languages | 6.5% |
| Spanish | 3% |
| Other | .5% |

| Housing Types | |
|---------------|-------|
| Own | 66.9% |
| Rent | 33.1% |

| Sex | |
|--------|-------|
| Male | 47.5% |
| Female | 52.5% |

| Education | |
|---|-------|
| Less than 9th grade | 0.8% |
| 9th to 12th grade, no diploma | 0.8% |
| High school graduate (includes equivalency) | 6.6% |
| Some college, no degree | 10.1% |
| Associate's degree | 5.6% |
| Bachelor's degree | 38.3% |
| Graduate or professional degree | 37.9% |
| High school graduate or higher | 94.8% |
| Bachelor's degree or higher | 76.2% |

| Race | |
|--|-------|
| White alone | 71.5% |
| American Indian and Alaska Native | 0.1% |
| Asian alone | 19.8% |
| Black or African American alone | 0.9% |
| Native Hawaiian and Other Pacific Islander | 0.1% |
| Other race alone | 1.7% |
| Two or more races | 6% |
| Hispanic or Latino of any race | 3.5% |



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Language Needs

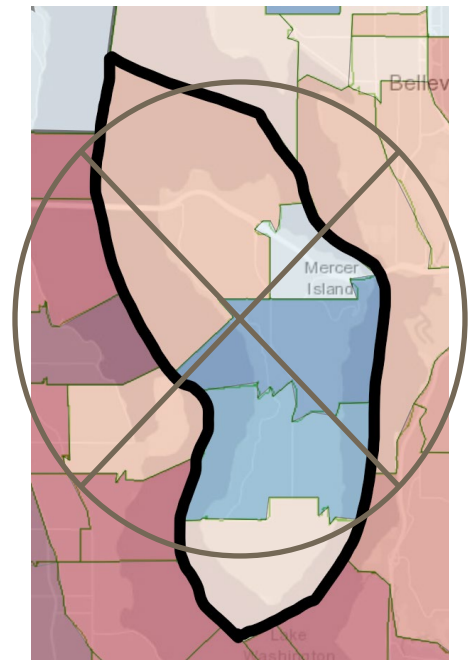
The City of Mercer Island's Emergency Management Program conducted an audit of language needs in 2021. Project materials and information may be provided in non-English languages depending on budget and capacity. If budget allows, the City – with support from CCG – can translate materials into the following languages, ordered from most widely spoken to least widely spoken. Note that just because a person speaks a non-English language predominantly in the household, it does not mean that person necessarily requires translation services.

- Chinese
- Japanese
- Korean
- Spanish
- Hindi
- Vietnamese
- Russian

Health Disparities Map

The adjacent map is a subset of Washington's Environmental Health Disparities Map, which shows social vulnerabilities by census tract. The map "estimates a cumulative environmental health impact score for each census tract reflecting pollutant exposures and factors that affect people's vulnerability to environmental pollution."²

Darker red areas are areas that are more socially vulnerable and bluer areas are areas that are less socially vulnerable. The City of Mercer Island's overall environmental health disparities rank from three (3) to seven (7) which is relatively low compared to surrounding cities. Northern Mercer Island is the most vulnerable area on the island—more highly ranked environmental exposures in that area include populations near heavy traffic Roadways, toxic releases from facilities, and diesel pollution. Given that social vulnerability is a component of climate vulnerability, **it will be important to focus CAP engagement in this area.**



²-To view full Washington Environmental Health Disparities Map, visit: <https://fortress.wa.gov/doh/wm/WTNIBL/>. Accessed April 20, 2022.



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Levels of Engagement & Key Audiences

Levels of Engagement

Proposed engagement activities will span the four levels of engagement indicated in the table below. Activities included specifically in this Engagement Plan are **bolded**, and many have already begun.

| 1 Inform | 2 Consult | 3 Involve | 4 Collaborate |
|--|---|--|--|
| Educate members of the group about the rationale for the project or decision; how it fits with City goals and policies; issues being considered, areas of choice or where input is needed. | Gather information and ask for feedback from group to better inform the City's work on the project. | Work directly and consistently with group to ensure their concerns are understood and considered in the City's planning process. | Create a partnership to work along with groups and give them meaningful ownership developing and implementing the planning process or project. |
| Activities | | | |
| <ul style="list-style-type: none">• Social media• Emails/newsletters• Open houses• Presentations• Factsheets | <ul style="list-style-type: none">• Online surveys• Public comment• Focus groups | <ul style="list-style-type: none">• Interactive workshops• Community workshops | <ul style="list-style-type: none">• Citizen advisory committees• MOUs with community-based organizations |



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Key Audiences

The following list includes key audiences to engage during the CAP development process. *This is not an exhaustive list and will serve as a guide during outreach.* A full list of audiences and community groups are in Appendix A.

INTERNAL AUDIENCES

| Audience & Description | Groups | Engagement Goal |
|---|---|---|
| Decision-makers <i>City leaders who make decisions that drive investment and policy</i> | <ul style="list-style-type: none">City Council<ul style="list-style-type: none">City Council's Sustainability CommitteeCity Manager | Involve and collaborate for decision-making. |
| Implementation Leads <i>City staff who are responsible for directing climate strategy implementation in departments</i> | <ul style="list-style-type: none">City Sustainability OfficeDepartment heads and staff | Involve to gather feedback on potential strategies, align with priorities and processes, and garner support. |
| Guides and Analysts <i>City commission/committee members whose support and direction are important for community engagement, climate strategy development, and implementation</i> | <ul style="list-style-type: none">Planning CommissionUtility BoardOpen Space Conservancy TrustParks & Recreation CommissionArts Council | Involve and collaborate , as appropriate, to gather feedback on engagement opportunities and CAP strategies. |

EXTERNAL AUDIENCES

| Audience & Description | Groups | Engagement Goal |
|---|--|--|
| Advocates <i>Very supportive of climate action and willing to put in effort to support climate strategy process</i> | <ul style="list-style-type: none">Environmental community-based organizations<ul style="list-style-type: none">Sustainable Mercer IslandMercer Island Climate Action NowIslandVisionNeighbors in Motion | Inform and consult with to gather feedback in developing strategies and getting the word out on engagement opportunities. |



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| Audience & Description | Groups | Engagement Goal |
|---|--|--|
| Community Groups and Critical Perspectives <i>Groups frequently not reached during public processes but critical to reach</i> | <ul style="list-style-type: none"> ■ Community groups ■ Cultural groups and organizations <ul style="list-style-type: none"> ○ IAWW (Indian Association of Western Washington) ○ MI Chinese Association ○ Faith Community ■ Communities of color <ul style="list-style-type: none"> ○ ONE MI ■ Mercer Island School District ■ MI Preschool Association ■ Limited/Non-English-speaking communities ■ Households with low income ■ People experiencing homelessness ■ Religious organizations <ul style="list-style-type: none"> ○ Stroum Jewish Community Center ○ Island Synagogue ○ MI Congregational Church ■ Social service organizations and facilities ■ Arts organizations | Inform and consult and update for CAP development and foster participation. |
| Private Sector and Implementation Partners <i>Conduct operations that affect the success of public engagement and climate strategy implementation</i> | <ul style="list-style-type: none"> ■ Businesses <ul style="list-style-type: none"> ○ Mercer Island Chamber of Commerce ■ Developers and property owners ■ Utilities ■ Transit agencies ■ Regulatory agencies ■ Hospitals and medical centers | Inform and consult with to gather feedback and identify new strategies. |
| General Public <i>Climate strategies and implementation affect day-to-day lives</i> | <ul style="list-style-type: none"> ■ Various groups and communities, e.g., those representing major employers, schools, and social/gathering places | Inform throughout the process and consult on strategies and opportunities. |



KEY ENGAGEMENT STRATEGIES

Successful engagement requires tailored approaches to meet the assorted needs and priorities of key audiences and partners. We acknowledge that individuals and organizations within the key audience groups will vary in their understanding of climate change and climate impacts and their level of support for climate action. To that end, we will strategically use several core engagement strategies to connect with audiences around their priorities and concerns – meeting audiences where they are at.

Our approach is designed to engage a representation of the public across these spectra by reaching out to groups who are critical to implementing CAP strategies, will be most affected by CAP actions, and/or are typically harder-to-reach populations.

During the time of COVID, we will use a hybrid approach – a combination of virtual and remote engagement as well as in-person events – to connect with the community and key partners. Below are proposed strategies to reach key audiences and partners. The sections below highlight different engagement methods and how they align with our public engagement goals.

We will work with the City on ensuring all CAP and engagement opportunities are listed on the City's "Let's Talk" platform.

Public Workshops, Survey, & Online Open House

Public workshops, surveys, and online open houses provide convenient and accessible opportunities for the public to learn about the CAP progress and share feedback, questions, and concerns. CCG will lead two (2) public workshops, one (1) public survey, and one (1) online open house.

The City has already held an initial public workshop and online survey. Objectives of the initial workshop were to educate the community about the CAP process and Mercer Island's progress to-date, gather input on community priorities, and provide information on how to stay involved as the planning process progresses. The online survey gathered input on the community's CAP Vision, collected ideas for potential CAP strategies and actions, and solicited feedback on criteria to use in ranking CAP priority actions.

The second public workshop and accompanying survey will take place during Phase 1, during which participants will learn about updates to the CAP since the first public workshop, including the GHG inventory and wedge analysis and provide feedback on CAP goals and preliminary strategies and actions. CCG will use the Let's Talk platform or SurveyMonkey to develop the survey depending on the City's preference and functionality required.

The third public workshop and accompanying online open house will occur during Phase 2, during which participants will learn about CAP progress and share feedback on the draft CAP content, strategies, and actions. CCG will use Konveio to host the online open house unless the City identifies otherwise. The online open house platform will provide the opportunity for all to learn about the current progress of the CAP and provide feedback. An online format also offers opportunity to increase accessibility and flexibility, as participants can engage on their own time from wherever they wish.



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| | CCG | Mercer Island |
|--------------------------|--|--|
| Public Workshops | Develop presentation/materials; facilitate public workshop; summarize findings | Review workshop materials; promote workshop; participate & facilitate/present, as applicable |
| Public Survey | Develop & host survey; compile response summary | Review draft survey; promote |
| Online Open House | Develop & host content; compile response summary | Review content; respond to public questions, as applicable |

City Council Meetings and Commission/Committee Meetings

CCG and the City will optimize decision-makers and implementation leads' time by attending standing meetings, as needed, to provide updates on CAP development and solicit feedback. Anticipated City Council, Commission, and Committee meeting engagement are described in the table below. It is important that Council, Commission, and Committee members are aware of CAP development and share ownership over the strategies and actions.

| | CCG | Mercer Island |
|--------------------------------------|---|---|
| City Council Meetings | Support preparation & attend/present at the following meetings: <ol style="list-style-type: none"> 1. Present community engagement plan 2. Present draft CAP 3. Final plan study session <p>(Up to 15 total hours of consultant time [~5 hrs/meeting])</p> | Support preparation & attend CCG -led meetings; lead preparation & attend/present at the following meetings: <ol style="list-style-type: none"> 4. Present proposed strategies/actions 5. Final Plan adoption |
| Commission/Committee Meetings | Support preparation & attend/present at up to seven (7) meetings: <ol style="list-style-type: none"> 1. Up to 3 during Phase 1 2. Up to 4 during Phase 2 <p>(Up to 35 total hours of consultant time [~5 hrs/meeting]; assume that preparation materials are identical in each phase)</p> | Support preparation & attend CCG -led meetings; lead other Commission/Committee meetings, as needed |

City Staff Engagement

Feedback from key City staff is critical to inform CAP development. The City and Cascadia met with staff for the initial CAP kickoff to gather feedback on staff and community priorities, relevant parallel City policies and plans, lessons learned from similar planning efforts, and other key information to inform the plan. We advise the City continue to gather input and leverage expertise from relevant City staff throughout Phases 1 and 2 of CAP development to weigh in on recommended targets and/or review components of the plan. To do this, we recommend the City lead and facilitate two working sessions with key City staff.

- In the first phase, the working session will focus on reviewing past/future GHG and climate impact trends, target-setting recommendations, existing City sustainability initiatives, key barriers, and key opportunities.
- In the second phase, the working session will focus on gathering input on the draft CAP and the feasibility of draft strategies and implementation details.

| CCG | Mercer Island |
|-------------------------------|---|
| Not currently budgeted/scoped | Lead two working sessions with City staff |



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External Community Focus Groups

Strategic and focused community engagement provides an opportunity to gather critical voices to participate in the planning process. Creating a space for key audiences who may not otherwise engage in the CAP process ensures that we are hearing from all members of the community. We recommend organizing focus groups that gather the following community groups:

- Those who haven't participated in public engagement opportunities to-date, but are priority community members for the CAP.
- Priority community members with whom having a more personal, detailed, and confidential discussion could be helpful, such as implementation partners, vulnerable groups, and groups who could oppose key CAP actions.

| CCG | Mercer Island |
|---|--|
| Lead material development, facilitation, and summarization of up to two focus group meetings. | Review meeting materials, identify and recruit participants. |

Pop-up Events

Pop-up events provide community members the opportunity to learn about the CAP in-person and provide real time feedback and questions to the project team. We recommend that the pop-up event include at least one custom engagement collateral (e.g., poster) and additional materials such as factsheets and postcards, as available. We further recommend the event either:

- Takes place in an area that will reach a broad range of Mercer Island residents (e.g., downtown, community centers, farmers market).
- Takes place at a location that focuses on the key audiences identified above. Depending on location, all materials will be translated into the most prominent languages.

| CCG | Mercer Island |
|--------------------------------|--|
| Not currently budgeted/scoped. | Lead pop-up events, as able, potentially using volunteers in some instances. |

Outreach Collateral

In order to support the wide variety of engagement strategies and key audiences, Cascadia will develop a custom style guide and branded Microsoft word/PPT template.

| CCG | Mercer Island |
|---|---|
| Develop a Microsoft word and PPT template, and style guide. | Develop factsheet and palm card/postcard. Review and provide comments (assume up to one round of review on all materials). |



PUBLIC ENGAGEMENT PLAN

TIMELINE AND BUDGET

Budget

The table below describes how the public engagement budget will be spent and key assumptions about the responsibilities of City staff and the consultant team.

| Engagement Approach | # | CCG Role | CCG Budget |
|---|--|--|----------------------|
| Public Engagement Plan | 1 | Lead development of Public Engagement Plan & tracker. | \$3,840 |
| Public Workshop, Online Open House, & Survey | 2 public workshops 1 public survey 1 online open house | Plan, facilitate, & summarize outcomes from two virtual public workshops. Develop, host, & summarize outcomes from one public survey. Develop and summarize outcomes from 1 Konveio online open house site | \$21,950 |
| City Council and Commission/Committee Meetings | 4 Council Meetings 8 Commission/Committee Meetings | Support preparation & attend/present at 3 Council meetings and up to 7 Commission/Committee meetings. | \$9,115 (~5 hrs/mtg) |
| City Staff Engagement | 2 | The City to lead two working sessions with City staff. | \$0 |
| External Community Focus Groups | 2 | CCG to facilitate two external community focus group meetings. | \$7,720 |
| Pop-up event | 1 | Not currently scoped/budgeted. | \$0 |
| Outreach collateral | # | Develop style guide & MS Word/PPT template. | \$845 |
| Total | | | \$43,470 |

Timeline & Roles

The table below outlines how each community group identified above will be engaged over the course of the CAP planning process. Roles have been categorized as follows:



| Engagement Approach | Touchpoint | Date | City Role | CCG Role | Goal |
|--|-------------------------|---------|-----------|----------|---|
| Phase 1 Engagement: <ul style="list-style-type: none"> <i>Vet proposed targets/goals; brainstorm and begin vetting/prioritizing actions; identify high-level barriers/challenges/opportunities</i> | | | | | |
| City Council Meetings and Commission + Committee Meetings | City Council Meeting #1 | 5/3/22 | Co-lead | Co-lead | Study session to review Community Engagement Plan |
| | Parks & Rec Commission | 6/2/22 | Lead | Attend | Update on work to date; gather feedback on goals, strategies, and actions |
| | Planning Commission | 6/8/22 | Lead | Attend | Update on work to date; gather feedback on goals, strategies, and actions |
| | Utility Board Meeting | 6/14/22 | Lead | Attend | Update on work to date; gather feedback on goals, strategies, and actions |
| Public Workshop & Surveys | Community Meeting #1 | 6/X/22 | Attend | Lead | Gather feedback on goals, strategies, and actions |
| | Online Survey | 6/X/22 | Attend | Lead | Gather feedback on goals, strategies, and actions |
| City Council Meetings | City Council Meeting #2 | 7/5/22 | Lead | No role | Gather feedback on goals, strategies, and actions |
| | Focus Group #1 | 7/X/22 | No role | Lead | Review final proposed actions |

| Engagement Approach | Touchpoint | Date | City Role | CCG Role | Goal |
|---|-------------------------------------|--------------------|-----------|----------|---|
| External Focus Groups | | | | | |
| | Focus Group #2 | 7/X/22 | No role | Lead | Review final proposed actions |
| City Council Meetings and Commission + Committee Meetings | Council Sustainability Committee | 7/X/22 | Lead | Attend | Review final proposed actions |
| City Staff Engagement | City Staff Working Group Meeting #1 | 8/X/22 | Lead | No role | Review final proposed actions |
| Phase 2 Engagement: <ul style="list-style-type: none"> <i>Review draft CAP; finalize actions & implementation details</i> | | | | | |
| City Council Meetings and Commission + Committee Meetings | Board/Commission Meeting | 9/X/22 | Lead | Attend | Gather feedback on public CAP draft |
| | Board/ Commission Meeting | 9/X/22 | Lead | Attend | Gather feedback on public CAP draft |
| | Council Sustainability Committee | 9/15/22 | Lead | Attend | Gather feedback on public CAP draft |
| | City Council Meeting #3 | 9/20/22 | Co-lead | Co-lead | Gather feedback on public CAP draft |
| Public Workshop & Surveys | Draft Plan Public Comment Period | 9/27/22 – 10/10/22 | No role | Lead | Gather feedback on the plan via the Konveio online platform |
| | Community Meeting #2 | 10/X/22 | Attend | Lead | Gather feedback on public CAP draft |
| City Council Meetings and Commission + | Board/ Commission Meeting | 10/X/22 | Lead | No role | Gather feedback on public CAP draft |

| Engagement Approach | Touchpoint | Date | City Role | CCG Role | Goal |
|---|-------------------------------------|-----------------|-----------|----------|---|
| Committee Meetings | | | | | |
| City Staff Engagement | City Staff Working Group Meeting #2 | 10/X/22 | Lead | No role | Gather feedback on public CAP draft |
| Phase 3 Engagement: <ul style="list-style-type: none"> <i>Final review of CAP; adoption; transition to implementation</i> | | | | | |
| City Council Meetings and Commission + Committee Meetings | Planning Commission | 11/X/22 | Lead | No role | Final plan review/approval |
| | City Council Meeting #4 | 11/15/22 | Co-lead | Co-lead | Final plan study session |
| | City Council Meeting #5 | 12/6/22 | Lead | No role | Final plan adoption |
| Additional Planned Engagement Touchpoints | | | | | |
| Event Pop-Ups | Summer Celebration | 7/9/22 | Lead | No role | Input (& awareness-building); potentially volunteer-led |
| | MI Farmers Market | Sundays Jun-Oct | Lead | No role | Input (& awareness-building); potentially volunteer-led |
| | Concerts in Park | Thurs Jul-Aug | Lead | No role | Input (& awareness-building); potentially volunteer-led |

APPENDIX A. FULL LIST OF INTERNAL AND EXTERNAL AUDIENCES

Internal Audiences

| Audiences | Examples |
|-----------|---|
| Internal | <ul style="list-style-type: none"> • City Council • Parks & Recreation Commission • Arts Council • Planning Commission • Utility Board |

External Audiences

| Audiences | Examples |
|--|--|
| General Community Groups | <ul style="list-style-type: none"> • Youth/student residents • Senior residents • Volunteers • Forest Stewards • Families • Local businesses |
| Community Partners, Organizations & Businesses | <ul style="list-style-type: none"> • Mercer Island Boys & Girls Club • Mercer Island Food Revolution • Mercer Island Library • Mary Wayte Pool • Mercer Island Pediatrics • Stroum Jewish Community Center • Mercer Island Chamber of Commerce • Town Center businesses • South End businesses • My MI • Mercer Island Youth and Family Services Foundation • Mercer Island School District • Mercer Island Farmer's Market • IAWW (Indian Association of Western Washington) • Mercer Island Sister City Association • Mercer Island Historical Society • French American School of Puget Sound • Additional groups identified by the City of Mercer Island |

| Audiences | Examples |
|---------------------------|---|
| HOAs and Community Clubs | <ul style="list-style-type: none"> • Mercer Island Women's Club • Mercer Island Kiwanis Club • Mercer Island Rotary Club • Mercer Island Lions Club • Mercer Island Community Fund • Concerned Citizens for Mercer Island Parks/Protect Mercer Island Parks • Friends of Luther Burbank Park • MI Chinese Association • ONE MI • Shorewood Apartments Community • Special Olympics • Solemates • Scouts • Sustainable Mercer Island • Neighbors in Motion • Nextdoor neighborhoods <ul style="list-style-type: none"> ○ Avalon Drive & Place ○ East Mercer – 85th Benotho ○ Island Point ○ Island Terrace ○ Mercer Meadows ○ Mercer Way 72nd ○ Mid Mercer Island ○ North Mercer Island ○ Pioneer Park ○ South Clark Beach ○ Southend West of Fleurry ○ The Lakes |
| Leagues/Sports Affiliates | <ul style="list-style-type: none"> • Sports leagues identified by City |
| Faith Based | <ul style="list-style-type: none"> • Faith-based groups identified by City |
| Schools | <ul style="list-style-type: none"> • Mercer Island High School <ul style="list-style-type: none"> ○ MIHS Outdoors Club ○ MIHS Senior Service Club ○ MIHS Green Team ○ 889 The Bridge • Crest Learning Center • Islander Middle School • Mercer Island Preschool Association (MIPA) |

| Audiences | Examples |
|----------------------------|---|
| | <ul style="list-style-type: none"> • PTAs <ul style="list-style-type: none"> ○ MI PTA Council ○ Island Pak Elementary PTA ○ Northwood PTA ○ West Mercer PTA ○ Lakeridge PTA ○ Islander Middle School PTA ○ Mercer Island High School PA • MISD Green Team |
| Senior Adult organizations | <ul style="list-style-type: none"> • Aljaya • Island House • Covenant Shores • Aegis Living • Sunrise Senior Living • Senior Foundation of Mercer Island • Grace Place subsidized housing • Island Crest (KCHA) subsidized housing |

APPENDIX B. MERCER ISLAND STYLE GUIDE

STYLE GUIDE FOR MERCER ISLAND

Climate Action Plan

Colors

PRIMARY



R:3
G:103
B:174
#0367AE



R:38
G:139
B:139
#268B8B



R:188
G:113
B:59
#BC713B



R:175
G:180
B:106
#AFB46A

SECONDARY



R:172
G:216
B:216
#ACD8D8



R:235
G:173
B:132
#EBAD84



R:66
G:66
B:66
#424242



R:223
G:224
B:222
#DFE0DE

NEUTRALS

Photos

Where possible, photos should be local and showcase nature, people, and positive action.



Type

Heading

Rockwell Bold

Body

Two Cen MT regular

Icons

Icons are displayed in solid circles. Icon style is simple, solid/glyph design.



Logo

The City of Mercer Island's logo is always used in full color.

