Mercer Island Climate Action Plan

Awareness and Promotion Summary

The following is a non-exhaustive accounting of the community-wide public outreach and general promotion of the Mercer Island CAP to date. Does not include Emails to lists of interested parties, such as sustainability advocates, attendees to the 12/8/2021 Kickoff meeting, etc.

DATE	ACTIVITY
Nov 2021	
1	City Council Meeting CAP presentation and approval to proceed
15	Launch all-new CAP webpage section of City website
17	MI-Weekly story: Climate Action Plan launch
18	Next Door Post: Climate Action Plan launch
18	Facebook Post: Climate Action Plan launch
18	Twitter Post: Climate Action Plan launch
29	City website news release: CAP kickoff and Community Meeting
29	MI-Reporter: CAP Kickoff and Community Meeting
Dec 2021	
2	Release and publicize CAP consultant Request for Proposals (RFP)
6	Launch new outreach and engagement campaign on City's Let's Talk website.
8	CAP community kickoff meeting
8	Facebook Post: Community kickoff meeting reminder
13	YouTube Post: Archived video of CAP kickoff meeting
Jan 2022	
4	City Manager's Report at Council Meeting: CAP Update
19	MI-Weekly story: CAP online survey
20	Publish summary and analysis for kickoff meeting on Let's Talk website
21	City website news release: CAP online survey
26	MI-Weekly story: CAP online survey reminder
26	MI-Reporter: CAP online survey
Feb 2022	
1	City Manager's Report at Council Meeting: CAP Online Survey
11	Updates to City CAP webpages
Mar 2022	
14	Updates to City CAP webpages
Apr 2022	
1	Publish CAP survey results on Let's Talk website
11	Publish CAP Feb/March update on Let's Talk website
19	City Council Meeting Earth Day Proclamation (including CAP)
19	MI-Reporter: Earth Day Proclamation (including CAP)
27	City Planning Commission: Introduction to CAP process
May 2022	
3	City Council Meeting CAP presentation, update, and engagement plan