



City of Tualatin

CITY OF TUALATIN Staff Report

TO: Honorable Mayor and Members of the City Council

THROUGH: Sherilyn Lombos, City Manager

FROM: Maddie Cheek, Management Analyst II
Nic Westendorf, Deputy Public Works Director

DATE: May 8, 2023

SUBJECT:
Engagement Plan to Gather Feedback on Draft Climate Action Plan

EXECUTIVE SUMMARY:

The draft community Climate Action Plan (CAP) is nearly complete and ready to be shared with the public to gather feedback! The project team will hold meetings with representatives from each City department, conduct targeted, business-specific engagement, and will gather feedback from community members via an online open house.

DEPARTMENT MEETINGS

The project team will meet with representatives from each department to walk through the proposed actions, discuss relevant impacts to each department's work, make sure we didn't miss anything, fine tune language, and address any questions or concerns staff may have to foster staff buy-in and identify potential pitfalls that may arise during plan implementation. These meetings will take place throughout May and June.

BUSINESS ENGAGEMENT

The project team will conduct business-specific outreach from late May to mid-June to provide an opportunity for businesses to provide feedback about the Climate Action Plan prior to its adoption. A bilingual survey, available electronically and on paper, will be developed to collect feedback from businesses. The goal of the survey is to provide space for businesses to share their comments and concerns, identify how to best communicate with the business community regarding future climate action updates, hear about climate action work already being done by businesses in Tualatin, gather feedback on potential climate action incentives, and invite businesses to participate in the forthcoming community-wide online open house.

The project team and steering committee identified the following ways to encourage businesses to participate in the survey:

- Conduct door-to-door business outreach. Target audiences for door-to-door outreach could include the ten largest employers in Tualatin, Latino-owned businesses, small businesses, and/or businesses that provide climate action-related services (e.g. solar companies).
- Attend a Latino Business Network meeting

- Co-host a networking event with the Chamber of Commerce on June 9
- Reach out to the Business CIO
- Ask partner agencies, such as PGE and Northwest Natural, to share the survey with their networks

COMMUNITY-WIDE ENGAGEMENT

The online open house, a web-based, interactive survey platform, will be open for three weeks in July 2023. The purpose of the online open house is to share the strategies and actions included in the draft CAP and provide an opportunity for community members to share their comments, concerns, and level of support for the strategies and actions included in the draft CAP.

The project team and steering committee identified the following ways to promote the online open house:

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- Mail a postcard with a QR code linking to the online open house to every address in Tualatin
 - Post flyers with a QR code linking to the online open house around town
 - Place four large, A-frame signs with a QR code linking to the online open house in parks
 - Send out an email blast to the community members on the project listserv
 - Share the link for the online open house in the City newsletter
 - Share the link for the online open house on social media
 - Feature the online open house in a banner on the City's website homepage
 - Place an advertisement in Tualatin Life
 - Attend neighborhood meetings
 - Ask partners and interested community groups, such as the Tigard-Tualatin School District and Tualatin High School's Climate Action Club, to share the online open house with their networks
 - Conduct interpersonal engagement with Latino community members

The project team will share links to the business survey and online open house with Council members when these materials are ready to share. Please share these with your networks as you see fit to help the project team reach the widest possible audience.

ATTACHMENTS:

-PowerPoint slides