

City of Biddeford
Climate Change task Force
April 06, 2023 10:00 AM Zoom
<https://biddeford.zoom.us/j/99954842282?pwd=TGxQUzduN2czWmZlek5kdmtEdlpNdz09>
Webinar ID 999 5484 2282 Passcode: 448017

Status: Task Force Subcommittee Meeting on Zoom

1. Call to Order

2. Discussion

2.1. Engagement Activities

[Biddeford PE Activities 4.3.23.pdf](#)

2.2. Draft Survey

Reaching a strong cross-section of residents

Timing?

Translation

https://docs.google.com/document/d/1RMkxrdU8EoAbVpxDVkq4Lpul_EmfPhdN/edit

2.3. Videos

What message do we want to send

Who should appear

2.4. Photo Voice

2.5. Interactive Event at Engine

Q & A

Conversation or break-out rooms

2.6. Earth Day Activities

Talk by Jake Aman

Tree Walk

Tabling-Awareness

3. Adjourn

Selected Public Engagement Activities
Recap from Biddeford Climate Task Force Meeting - March 27th, 2023

<i>Plan Stage</i>	<i>Approach</i>	<i>Objective</i>	<i>Description</i>	<i>Benefits</i>	<i>Reaching underrepresented communities</i>	<i>Consultants' role</i>
Preparing to Plan - March-April	Survey	Build awareness, identify concerns and concern level	A brief online and paper survey to gain an understanding of current attitudes and opinions.	Will support development of outreach materials.	Can be disseminated through trusted messengers and using paper versions.	Develop and assist with promotion materials
	Videos	Build awareness	Short, informal videos with local people talking about climate change. Distribute: cable access, social media, City and partner websites, and other channels as appropriate.	Features local people and leverages different media channels.	Uses oral communication and lends well to interpretation or subtitles.	Manage production - and/or subcontract to a video artist.
Developing Strategies ¹	Strategies Wall	Get feedback on climate actions. What are people excited about, worried about?	Piggyback on free community events where the task force can set up a station to talk with people attending the event. (e.g., Pollinator Festival, Art Walks.)	Makes engagement easy and fun.	Helpful for reaching families with young children.	Planning and implementation support.
	Focus Groups	Ground-truthing of vulnerability assessment ² and feedback on climate actions.	One-time sessions with groups of up to 10 people. Hosted in partnership with local organizations.	Reaches people unlikely to attend events.	Eliminates travel and social barriers by meeting people where they are.	Planning and facilitation support.

¹ The Task Force will work with SMPDC and ICLEI to develop a short list of appropriate strategies and then conduct public engagement.

² (i.e., Is this reflective of the community? If not, what are we missing? Help offer a more in-depth assessment of what this looks like in your community).

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