

Monterey County 2030 CAP Stakeholder Engagement Plan DRAFT

Engagement Timeline:

Phase 1: Project Initiation & Visioning (Winter-Summer 2021)

Phase 1 consists of outreach and engagement focused on developing the vision for the plan, providing education to the community, including the science and historical context of climate change issues in our region, high-level goal setting and inspirational engagement.

Phase 2: Policy & Strategy Development (Summer-Fall 2021)

Phase 2 will be focused on the development and prioritization of sustainability, resilience/adaptation, and climate action strategies including sharing the results of any technical analyses, including the greenhouse gas inventories and forecasts, any vulnerability assessments, sustainability indicators and any preliminary assessments of existing activities and GHG reductions and other co-benefits. Phase 2 outreach and engagement will continue to inform and also provide opportunities for the County to consult, involve, and collaborate with stakeholders during the identification and development of strategies.

Phase 3: Plan Preparation & Environmental Review (Winter 2022)

Phase 3 will focus on review and refinement of the draft greenhouse gas reduction and adaptation strategies and the implementation plan. Outreach and engagement during Phase 3 will focus on review of the CAP document itself.

Engagement Members

- Staff Sustainability Team Project Kick-off & Visioning
- BOS – Review of Vision, Engagement Plan, and Stakeholder List
- TAC
- Stakeholder Meetings
 - Sector Working Groups
 - Equity Panel and outreach
 - Youth Council/Student Engagement
- Community Workshops
 - Speaker Series/Education
 - Equity panel and outreach
 - Business Roundtable
 - Ag Showcase
 - Student Competition
- Advisory Body Presentations
 - Planning Commission
 - Alternative Energy and Environment Committee
- Multi-Jurisdiction Engagement
- Online Engagement

- Communications Strategy

County Staff Sustainability Team Project Kick-off & Visioning

Purpose: To ensure that appropriate County staff and departments are involved in the development and review of the Climate Action Plan and strategies to inform and collaborate on feasibility and resource assessment for implementation.

Technical Advisory Committee

Purpose: The Technical Advisory Committee is intended to provide high-level technical expertise in emissions reductions strategies and will serve to provide feedback to the County on questions raised throughout the stakeholder engagement process. This group will meet early in the process to review the GHG inventory and initial strategies prior to stakeholder meetings. They will then continuously re-evaluate the strategies throughout the process as more data and concerns arise. Members of this group will have a deep understanding of emissions reductions and sequestration strategies.

Stakeholder Meetings

CCAAP and Sustainability Program Development Timeline

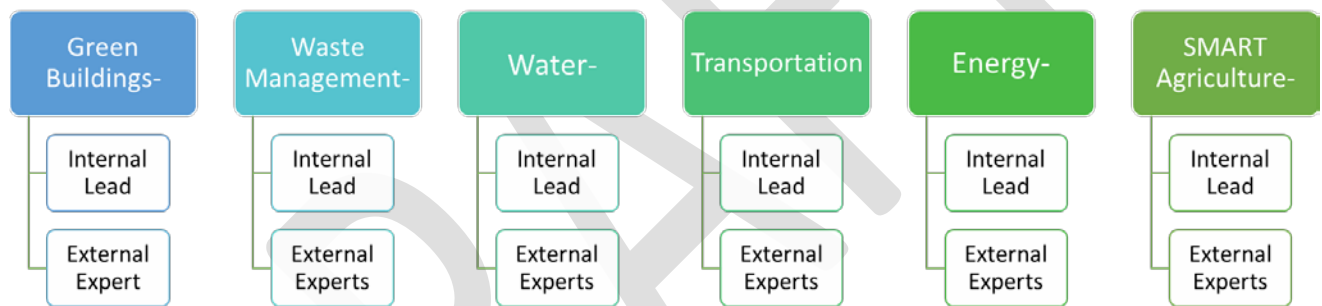


Sector Working Groups

Purpose: Working groups are meant to assist County Sustainability staff in the development of strategies and key performance indicators to drive the County towards its sustainability goals. The groups will provide both historical reference and insight into the current situation of the focus area and will build a

bridge between the public and private sector in the development of the County's Community Climate Action and Adaptation Plan (CCAAP). Working group members should be knowledgeable in the topic area through either industry expertise, volunteer experience or educational background.

Process: This phase of the stakeholder process is expected to kick-off in Winter of 2021 with an initial meeting to share high-level goals as well as the future science-based emissions targets and current emissions inventories. Breakout meetings will follow where stakeholders will discuss and brainstorm initial mitigation and adaptation strategies and key performance indicators. Working groups will be guided by external and internal experts. Strategies will be evaluated for impact, cost-benefit, social return on investment (SROI), and feasibility in conjunction with technical experts and consultants when possible. Then, staff will share with the group down-selected strategies and implementation language for discussion. Finally working groups as well as the general public will be given time to review the draft CCAAP and provide input.



Each working group should have one County staff expert and representation from industry, advocacy and the private sector. Ideally, each group would also have representation from all the County districts as well and will consist of 8-12 individuals.

Commitment: 4-5 Meetings over an 18-month period.

- Phase 1- Visioning, History, & Education
 - Meeting 1 -Full Group (Winter/Spring 2021) 1 to 1.5 hours
 - Introduce all working group members to CCAAP process, our local GHG inventory, the 2030 Target and Working Group timeline. Working group members are encouraged to provide their point of view and historical reference into sustainable practices. High level goals will be introduced.
- Phase 2 – Strategy Development and Prioritization
 - Meetings 2/3- Working Group Breakouts (Summer 2021) 2.5 hours to half day
 - Group to brainstorm and discuss proposed strategies for GHG reduction goals.
 - County staff will distribute packets of strategies (in advance and review each

- strategy as well as provide an overview of meeting structure. 30 min)
 - External lead will provide a 15-20-minute presentation outlining current status of topic area and emissions reductions strategies in place including any historical reference or data provided by stakeholders in the initial visioning meeting.
 - Participants will have a chance to share their big ideas (3-5 minutes each)
 - Internal lead will capture strategies/provide internal feedback/expertise as needed.
 - Interactive Dot Voting Process for feasibility of proposed strategies
- Phase 3- DRAFT REVIEW
 - Meeting 4- Full Group (Winter/Spring 2022) 2.5 hours to half day
 - Provide Comments on Draft CCAAP, provide comments in advance limit to 20 minutes per breakout team

Equity Panel

Purpose: An equity panel made up of representatives from Community Based Organizations (CBOs) and their members is intended to provide an equity lens which is a tool comprised of reflective questions and principals, intended to improve decision-making and lead to more equitable policies and programs. An Equity Panel will help to consider the equity implications of a strategy before that action is adopted as well as to consider the consequences as the strategy is implemented. Interpreter services may be needed.

The Equity Panel will meet in a similar fashion to the working groups, but the members will be composed of representatives from CBOs and their members.

Equity Panel Objectives

1. Learn about the needs of underserved communities in the face of climate change and disasters;
2. Produce an equity lens and equity considerations for decision-making processes relevant for the Climate Action Plan and the Hazard Mitigation Plan;
3. Produce a set of recommendations and a case study report for public distribution;
4. Share scientific data and policies relevant for the CAP with leaders of underserved community;
5. Foster future partnerships pertinent to climate change, adaptation and community resilience with the City and among Panel members. Build overall community capacity to address and prepare for climate change.

Student Engagement/Youth Commission

Purpose: Student engagement through either a youth council or club is intended to gain a perspective of the future bright minds of our community and provide them with a chance to offer their input into the Climate Action Plan. This group has the opportunity to bring awareness to the plan and further its objectives and goals.

Business Roundtable

Purpose: The purpose of the business roundtable is to act as an innovation generator and to connect what our businesses are already doing in the County to our goals and strategies within the plan.

Businesses can discuss past pitfalls or barriers to achieving climate action goals and the solutions that they have engineered. Importantly, the business roundtable could serve as a place to form the beginnings of private sector champions for the strategies and the Community Action Toolkit.

This roundtable will bring business owners in the County together in a 2-hour meeting to discuss ways that climate action can be an economic driver. Businesses will have a chance to share how they are employing the strategies within their operations and how they are finding success. Such a roundtable could become an annual even to demonstrate progress on the CCAAP.

Community/Public Workshops

Purpose: Discussions and interviews with community stakeholders allow for an in-depth exploration of the issues the stakeholders work with on a regular basis and provides for an opportunity to hear the voices of the community.

Meetings with external stakeholders during Phase 1 will support project initiation, visioning, and initial assessment. This will be a time for residents to explore the big picture and their big dreams about living in a sustainable future. During phase 2, the County will showcase selected strategies, possibly through an outdoor poster exhibit or museum type of experience and take feedback from County residents online. In Phase 3, the County will encourage stakeholders to review the draft Plan and share comments during a scheduled community event. Other options for community meetings could be as facilitated group discussions or one-on-one interviews. Materials should be made available in English and Spanish and interpreter services may be necessary.

Community Events:

- Climate Summits: An opportunity to inform and educate with a limited opportunity to receive comments. An agenda including a presentation by a keynote speaker followed by a question and answer/discussion session, and dedicated time for public comment. This approach informs participants and provides limited opportunity for consultation and involvement.
- Community workshops: An opportunity to inform, consult, involve, and collaborate. An agenda could include a presentation by the project team and/or community members, question and answer opportunities, trainings, and/or small or large group facilitated activities to present key project information and answer questions helpful to preparation of GHG reduction strategies, sustainability strategies, adaptation strategies, or implementation programs.
- Open house/Townhall style event: in which people are invited to attend an organized event during an open window of time. Participants are invited to review material, participate in activities, and engage in discussion at their leisure. Materials, such as posters or boards, are often set-up as “stations” at tables or along a wall, and each station is staffed by members of the project team. Stations can include interactive activities to allow responses to the information

presented. Participants are free to come and go at any time, and there is no presentation or agenda. Community workshops can include an open house component or format as well.

- Ag Showcase- specifically focused on providing a venue for local farmers to showcase the sustainability best practices they are utilizing on their farms and engage with other farmers.
- Student Engagement-A potential engagement with local schools maybe in combination with the youth council. Intended to align with Next Generation Science Standards and integrate into the student curriculum for the Fall semester of 2021. Provides an opportunity for input to the CCAAP from the voice of future generations.

Advisory Body Presentations and Public Hearings

The Sustainability team will lead presentations to and discussions with the Planning Commission, Alternative Energy and Environment Committee (AEEC) and the Board of Supervisors. The engagement plan proposes presentations by the project team to the advisory bodies as informational or study session items during regularly scheduled meetings. The advisory body members will also be invited and encouraged to participate in all community activities. Advisory body engagement will occur during project initiation, policy and strategy development, and public review of the draft CCAAP. The County will follow the Brown Act for all meeting noticing.

Planning Commission and Alternative Energy and Environment Committee Meetings

Phase 1: Initial Meeting/s: This meeting/s would provide an overview of the project, allow input on the vision, stakeholder engagement plan and share any early results of technical analyses. Materials from the study session could also be used by County staff for presentations to other advisory bodies or used for the Youth Commission.

Phase 2: AEEC will provide input into development GHG reduction strategies, sustainability strategies, and adaptation strategies and will hear feedback summaries from stakeholder engagement sessions.

Phase 3: The Planning Commission and AEEC will review the CCAP formally and provide a recommendation to the BOS during a public hearing.

Board of Supervisors Study Sessions and Public Hearings

The BOS is responsible for reviewing and making a final decision to adopt, deny, or recommend revisions to the CCAP, and so a formal adoption hearing will be one of the final steps in the Climate Action Plan process. Public hearings are important to ensuring that the CCAAP meets the requirements of the State CEQA Guidelines.

Information updates and presentations will be made to the BOS during the planning process. The presentations will include: 1) project initiation (receive input on draft vision and engagement approach); 2) policy and strategy development (present the draft findings of data analysis, updated vision and goals, and approach to strategy development, including benefits and tradeoffs); 3) presentation of the Public Review Draft and subsequent Final Community Climate Action and Adaptation Plan during a public hearing.

Multi- Jurisdiction Engagement:

Purpose: Within the County of Monterey there are 12 cities that represent 72% of the County residents. The Cities have varying levels of capability with respect to Climate Action Planning, with some cities leading the way, and others lacking the resources dedicated to write or implement a CCAAP. The goal of multi-jurisdiction engagement is to bring the cities together at varying points throughout the County's CCAAP process to see if there is any overlapping efforts or ways to share resources. While cities are more positioned to act on urban development to reduce emissions, the County has an opportunity to sequester carbon in its land and water sinks and take more regional action on issues like organics diversion from landfills. So, while the strategies to reduce emissions may end up looking very different from jurisdiction to jurisdiction, some of the stakeholder engagement feedback and processes may be transferrable. In addition, the technical work done to calculate GHG emissions reductions may also be shared leading to less expensive processes for all involved. In addition, coordinated efforts are needed to meet overall goals. For instance, education and outreach on energy efficiency, diversion of organics, and other measures can be developed together. Also, model ordinances can be shared across all jurisdictions where strategies are the same.

Phase 1: During phase 1 the County will partner with AMBAG to host a ½ day Jurisdiction Summit where AMBAG will share their GHG inventory for each jurisdiction. Jurisdictions will be asked to provide a 5-minute update on their CAP plans for 2021.

Phase 2: During phase 2 the County will reach out to each jurisdiction with their list of external stakeholders and working groups and invite the jurisdiction to participate as a listener in the sessions. The County will share the strategies that come out of the working groups and community engagement sessions in a concise format so that cities can see the result and use them as they prefer.

Phase 3: During phase 3 the County will share the draft plan with the cities. If deeper relationships and efforts have evolved as a result of the engagement, the County may explore opportunities for incorporating the jurisdiction into the CCAAP if the City is interested through a community addendum or otherwise.

Online engagement: Sustainability Website and Open Town Hall

The Sustainability website will be the prime location for interested individuals to learn more about the Climate Action Plan and the plan preparation process. Example of [online participation](#).

Communications

The County will lead promotion of the CCAAP and community engagement activities. Methods of communication can include, but are not limited to:

- The County Newsletter
- Social media: Facebook, Twitter, Instagram, NextDoor, and YouTube
- Press releases/News engagement
- County Sustainability website

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