

Climate Change Vulnerability Assessment: Public Outreach and Engagement Plan

Time Frame

Nov 2020 – June 2021

Audience

- General public
- Vulnerable populations
- Community networks
 - Libraries
 - Schools
 - Teachers
 - Environmental Clubs
 - Community Based Organizations
 - Not-for-profits and Environmental Organizations
 - WNY Youth Climate Council
 - Municipalities
 - Media Partners

Objectives

- Introduce the environmental and social impacts of climate change in Buffalo
 - Consider the barriers to participation (e.g. language, digital access) for vulnerable communities and prioritize accessibility
 - Align goals with Climate Smart Communities certification requirements
- Highlight the benefits of green infrastructure in building climate resiliency
 - Acknowledge the efforts of Buffalo Sewer to better manage stormwater and respond to the changing climate with their green infrastructure initiative Rain Check
 - Address the ability of green infrastructure to mitigate and adapt to the impacts of climate change by reducing GHG emissions, the urban heat island effect, and extreme flooding events
 - Underscore equity as a priority to advance equity through green infrastructure and strengthen partnerships with community stakeholders
- Solicit input on Climate Change Vulnerability Assessment through online survey and one-on-one interviews to gather neighborhood-level knowledge and center community voices
 - Include questions that showcase benefits to green infrastructure to bolster support
 - Provide opportunity for online survey respondents to leave contact information to stay informed on process
 - Cater interview questions to the area of expertise of specific interviewee
 - Record interview notes to analyze feedback
- Update public through social media posts, website, and email blasts to ensure transparency and encourage continued participation

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- Provide more information throughout Rain Check website if participants want to further engage with initiative
- Ensure feedback is received from underrepresented communities and adjust strategy if participation is not present

Purpose

- Raise public awareness about Buffalo Sewer's green infrastructure initiative Rain Check as a climate resiliency strategy
- Emphasize equity as a framework for the Rain Check initiative
- Generate public feedback on Climate Change Vulnerability Assessment and integrate into report
- Identify areas of improvement that will educate the development of future climate change efforts with the City of Buffalo

Outreach Tools

- Two-sided informational flyer
 - Include QR Code to online survey
- Interactive website
 - Introduction/Background
 - Text, slideshow, documents
 - Get Involved
 - Survey
 - Place to leave email
- Presentations for public meetings
 - Foundational version
 - Various versions for specific organization
- Social media
 - Connect with partners to disseminate

Implementation

- Website
 - Develop overview of issue
 - Include online survey
 - Gather survey feedback

*Starting November 2021 – Throughout

- Social media
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn

*Starting December 2021 – Throughout

- Email blasts
 - Contact community partners to send to networks
 - Connect with stakeholders directly

*Starting December 2021 – Throughout

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- Collaborate with partners
 - Interview organizations for feedback
 - Solicit input for additional stakeholders to engage with
 - Utilize email trains to disperse online survey link

*Starting January 2021– Throughout

- Public meetings
 - Attend existing community meetings/events

*January 2021 – April 2021

- Press Release
 - Issue Mayor Byron Brown press release in conjunction with other city sustainability plans on Earth Day
 - Describe Buffalo Sewer’s Climate Change Vulnerability Assessments efforts and encourage participation in online survey
 - Include press release on city website

*April 2021