



CITY OF SOMERVILLE, MASSACHUSETTS
OFFICE OF SUSTAINABILITY AND ENVIRONMENT
KATJANA BALLANTYNE
MAYOR

TO: The Equity, Gender, Seniors, Families and Vulnerable Populations Committee

FROM: Emily Sullivan (Climate Change Program Manager)

CC: Christine Blais (Director of the Office of Sustainability and Environment), Neha Singh (Director of Intergovernmental Affairs), and Hannah Carrillo (Legislative Liaison)

RE: Response to the Equity, Gender, Seniors, Families, and Vulnerable Populations Committee's questions regarding outreach for the online Climate Forward Plan Update Survey and how residents without computers were engaged.

DATE: December 11, 2023

MEMORANDUM

The City of Somerville initiated the Climate Forward Plan update in January 2023. Between January 2023 and October 2023, the City worked with a consultant, Kim Lundgren Associates (KLA), to update the technical information for the plan update. This technical information update included updating the climate change vulnerability assessment, the emissions reduction pathway assessment, and establishing interim climate goals for 2030 and 2040.

Public engagement for the Climate Forward Plan update began in April 2023. Public engagement has consisted of:

- promotion of plan update at community events (SomerStreet festivals, the Mayor's Community Meetings, Climate Forward Plan Update kick-off event, etc.) □
a community-wide survey
- meetings with community organizations
- content available online and through social media
- content posted in municipal buildings and at businesses with community bulletin boards □
focus groups

Community engagement for the plan update will be complete at the end of January 2024.

The Office of Sustainability and Environment (OSE) implemented the City's best practices to make the community survey as accessible as possible for all community members. Best practices implemented include:



- ☐ Making the survey available in English, Spanish, Portuguese, Haitian Creole, Nepali, Traditional Chinese, and Simplified Chinese
- ☐ Working with the Somerville Office of Immigrant Affairs (SOIA) to distribute the survey through their community channels
- ☐ Working with the Communications Department to distribute the survey through their community channels
- ☐ Working with 311 so that 311 staff have the most up-to-date information on the Climate Forward Plan update project and community survey
- ☐ Creating a SomerVoice project page to centralize all plan update information (including the survey) for community members: <https://voice.somervillema.gov/somerville-climateforward-update>
- ☐ Advertising the survey online via City press releases, City newsletters, City social media, and through SOIA's community channels
- ☐ Advertising the survey via flyers and postcards at municipal buildings, including all the library branches
- ☐ Advertising the survey via flyers and postcards in businesses with community bulletin boards
- ☐ Advertising the survey via Blue Bike Posters across the City
- ☐ Making paper copies of the survey available in municipal buildings and the libraries
- ☐ Making paper copies of the survey available at all public events and meetings OSE attended while the survey was open (see appended list of all events OSE staff attended in Table 1 below)

The community survey opened on August 1, 2023 and closed on December 3, 2023. The survey received 591 responses. Of the 591 responses, OSE received 2 paper responses that were entered into the online survey by OSE staff. Now that the community survey is closed, OSE is facilitating focus groups to more deeply engage the community in the Climate Forward Plan update.

OSE would be happy to attend a future meeting to discuss and answer any questions.



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Table 1: Community events where the survey was advertised, and paper copies of the survey were available between August and December 2023.

Event #	Date	Event
1	Fri., Sept 15	Somerville Park(ing) Day
2	Sun., Sept 17	SomerStreets: Strike Up the Band
3	Sun., Sept 24	Fluff Fest
4	Mon., Sept 25	Climate Forward Presentation
5	Thurs., Sept 28	Climate Forward Presentation
6	Sat., Sept 30	Civic Day
7	Sun., Oct 1	Tufts Community Day
8	Tues., Oct 3	Ward 7 Meeting
9	Wed., Oct 4	CEUCC Virtual Meeting
10	Thurs., Oct 5	Ward 6 Meeting
11	Tues., Oct 10	Ward 4 Meeting
12	Weds., Oct 11	Moving Somerville Climate Forward launch event
13	Weds., Oct. 18	Ward 1 Meeting
14	Thurs., Oct. 19	Ward 5 Meeting
15	Thurs., Oct. 19	Climate-Palooza with the Brown and Healey Schools
16	Thurs., Oct. 19	Mobile Farmers Market
17	Fri., Oct. 20	Mobile Farmers Market
18	Fri., Oct. 20	Mobile Farmers Market
19	Sat., Oct. 21	Mobile Farmers Market
20	Mon., Oct. 23	Ward 3 Meeting
21	Weds., Oct 25	Ward 2 Meeting
22	Thurs., Oct 26	All-Ward Meeting (Portuguese)
23	Weds., Nov 1	All-Ward Meeting (Spanish)
24	Weds., Nov 8	Davis Square Farmers Market



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