

# Climate Action Recommendations Report

## Equity Recommendations

### Just Transition Plan Committee

During the climate action planning process, the primary way that frontline communities were engaged was through the Just Transition Plan Committee (JTP Committee), a City staff developed group. The JTP Committee consisted of eight residents and three staff.

- Residents: Garrett Chappell; Osvaldo Jane Gómez; Erick Prieto; Iris J Prieto; Alma Martinez Elli Newton; Andy Read; Rachel Zelaya.
- City Staff:
  - Community and Neighborhood Resources: Carmen Ramirez
  - Longmont Power & Communications: Anne Lutz
  - Sustainability: Francie Jaffe

The members were selected based on their passion related to equity and climate action, and connection to different frontline communities in Longmont. The primary goal of the group during the climate action planning process was to help further the climate action recommendations by providing complementary recommendations that can expand the benefits and minimize the potential negative impacts of climate action for all members of the community.

Similar to the Climate Action Task Force (the City Council appointed Task Force that developed the Climate Action Recommendations), the JTP Committee held eight meetings, including a joint meeting with the Climate Action Task Force, to develop the following:

- 1) An equitable climate action definition:
  - a. *Equitable climate action refers to local policy and personal habits that reduce climate pollution and increase community resilience in ways that do no harm, and that support all communities according to their needs.*
- 2) An equity lens to be applied to climate action recommendations; and
- 3) A set of recommendations on how to integrate equity into climate action.

To ensure that equity is integrated into climate action work as the Climate Action Task Force recommendations are implemented, frontline communities should continue to be actively engaged in the planning and decision-making process.

# JTP Committee Equity Recommendations

The following recommendations are divided into a) equity assessment recommendations, and b) overarching equitable climate action recommendations.

## Equity Assessment

Title	Recommendation
<b>EA.1) Capacity Building</b>	<p>Provide a foundation on equity and climate action.</p> <p>Before applying the "equity assessment" or interpreting the results of an equity assessment, provide baseline information on climate action, equity, and equitable climate action to policymakers, city staff, stakeholders, or community members involved in this process. The objective of capacity building is to support consistent knowledge and information about equitable climate action.</p>
<b>EA.2) Equity Lens</b>	<p>Apply an "Equity Lens" to proposed climate action.</p> <p>To systematically assess the multiple dimensions of climate action, apply an equity lens when developing the climate action recommendation (see Equity Lens). The equity lens helps analyze the impact of climate action on benefited and harmed groups, develop climate action improvements, and identify equity data/information, communication strategies and financial sustainability.</p>
<b>EA.3) Frontline Communities</b>	<p>Focus on frontline communities most impacted by climate change.</p> <p>Frontline communities are those groups most likely to be affected by crises of ecology, economy and democracy, but historically receiving the fewest benefits. This includes low- to medium-income communities, communities of color, those who speak languages other than English, people with disabilities, older adults, young children, people with criminal records, LGBTQ+, and refugees and immigrants. It is important to focus on frontline communities in climate action outreach and program development to ensure equitable and inclusive climate action.</p>

## Overarching Equitable Climate Action Recommendations

Note about the Novel Coronavirus (COVID-19) Crisis: The following recommendations were developed primarily before Stay at Home orders due to COVID-19. Due to COVID-19, the JTP Committee would like to add the following considerations:

- Priorities of the community may have shifted due to the crisis.
- Low-income residents are going to be more impacted by COVID-19 and inequities might be even higher after the crisis. It is important to consider the economic impacts, trauma, and other health impacts resulting from the crisis when developing climate action programs.
- Social distancing and other COVID-19 mitigation strategies can make it difficult to market and outreach to frontline communities. To develop the best communication strategies, staff should learn from cultural brokers and community navigators who have continued the process of engaging their communities throughout the crisis.

The following suggestions in the table below are relevant not only to COVID-19 but to any significant disaster or crisis in our community.

Title	Recommendation
<p><b>ECA.1)</b> <b>Marketing and Outreach</b></p>	<p><b>Engage cultural brokers and community navigators.</b> It is important to engage cultural brokers and set up a system of community navigators that assist communities in understanding and navigating new systems and programs. Often these individuals already exist in their community and already are distributing resources and sharing information (e.g. Suma Latina). Considerations:</p> <ul style="list-style-type: none"> <li>• Ambassadors/Navigators must be from the community.</li> <li>• Consider providing an incentive for Ambassadors/Navigators (e.g. gift card, discount).</li> </ul> <p><b>Build non-profit and business partnerships.</b></p> <ul style="list-style-type: none"> <li>• Identify businesses, locations, non-profits, schools (K-12 and Front Range Community College), and places of worship (e.g. churches) to partner with in disseminating information.</li> <li>• Attend meetings, post flyers, and create centralized distribution centers for information and resources.</li> </ul> <p><b>Develop culturally relevant messaging.</b> Campaign messaging should be easy to understand and culturally relevant:</p> <ul style="list-style-type: none"> <li>• What type of messaging inspires the group? Focus on positive messages, highlight that action does not increase burden.</li> <li>• Avoid direct messaging translation and prioritize more culturally appropriate translation.</li> <li>• Address stigma associated with the action.</li> </ul> <p><b>Create targeted outreach.</b> Start with communities with the most needs (e.g. youth, older adults, mobile home, people with disabilities, immigrants, families with young children, and people experiencing homelessness) and communities identified as low-to-medium income. Example outreach methods (should consider the audience):</p> <ul style="list-style-type: none"> <li>• Targeted Social Media (e.g. demographic or geographic targeting)</li> <li>• Radio and TV ads (e.g. wider audience, especially older adults).</li> <li>• City Communications channel (e.g. utility bills, e-newsletters).</li> <li>• Targeted door-to-door canvassing and neighborhood events with small giveaways (some neighborhoods may prefer a scheduled event rather than someone knocking on their door and vice versa).</li> <li>• Design outreach to the specific audience (e.g. design outreach that specifically targets youth and their families, instead of just general outreach for everyone).</li> <li>• Incentives for frequent users.</li> </ul>

Title	Recommendation
	City employees should participate in and promote climate action initiatives.
<b>ECA.2) Data and Research</b>	<p><b>Use data and research to further understand frontline communities.</b></p> <p>Before developing climate action, it is important to understand the communities' attitudes, interests, motivations, access to resources, and how they interconnect with the climate action. To do this requires identifying and investing in available and new data sources and engaging frontline communities to identify impacts, needs, gaps, and inequities of current and future climate actions.</p>
<b>ECA.3) Program Access</b>	<p><b>Identify barriers and increase program access.</b></p> <p>When evaluating a climate action program, engage frontline communities and think through different scenarios of how individuals will use a service to identify potential barriers to program access. Considering the following potential barriers:</p> <ul style="list-style-type: none"> <li>• Access to the internet, phones, and apps (i.e. the digital divide).</li> <li>• Citizenship status and lack of documentation.</li> <li>• Language barriers (e.g. different language, vision impaired, too technical, etc.).</li> <li>• Situational differences (e.g. medical devices that must run all day long, a night job, etc.).</li> <li>• Economic barriers.</li> <li>• Geographic barriers (e.g. access and costs to transport options).</li> <li>• Are there any other barriers faced by frontline communities? Review the recommendations in the Marketing and Outreach section.</li> </ul> <p>Program access can also be impacted by situational differences, consider the following:</p> <ul style="list-style-type: none"> <li>• What are different scenarios that an individual may use the program (e.g. how might someone use a bus for transportation and what will they need)?</li> <li>• What if an emergency happens? Consider non-business-as-usual situations.</li> </ul> <p>Lastly, it is also important to consider the different motivations for participation and how that impacts program access:</p> <ul style="list-style-type: none"> <li>• Why might someone want to participate in the program (e.g. level of concern about climate change, desire to save money, etc.)?</li> <li>• How might the climate action be adjusted to better meet the motivations of more residents and/or businesses?</li> </ul>

Title	Recommendation
	<ul style="list-style-type: none"> <li>• Are there more important priorities in the residents' life (e.g. access to affordable housing) that take precedence over the climate action?</li> </ul> <p>Can the climate action support the more important priority (e.g. is there a connection between the climate action and emergency assistance for families without housing)?</p>
<b>ECA.4) Equitable Access to Jobs</b>	<p><b>Create a just transition for impacted workers.</b></p> <p>There will be industries and workers who are negatively impacted by climate action. When evaluating a climate action, identify and engage impacted workers (e.g. oil and gas workers, car dealerships, etc.) and identify job and training opportunities for displaced workers.</p> <p><b>Job training and workforce development programs.</b></p> <p>Internships, certificates, and other workforce development programs need to be accessible to all. Consider the following:</p> <ul style="list-style-type: none"> <li>• Partner with local organizations (e.g. Boulder County Workforce), schools, and vocational programs.</li> <li>• Engage frontline communities and impacted workers.</li> <li>• Long-term development paths to support long-term growth and skill development.</li> <li>• Identify barriers to completing and participating in certificate programs (e.g. access to healthcare, childcare, citizenship status, disability, etc.).</li> </ul> <p>Applications that are simple and accessible to those with any educational level.</p>
<b>ECA.5) Health and Safety</b>	<p><b>Understand and improve safety.</b></p> <p>Speaking with participants and researching data (e.g. crime statistics, respiratory hospitalizations) can help identify safety and health issues. Perceived safety and health are important components of any climate action. If a transportation route, home, business, or other area is not perceived to be safe and healthy, then participants are not going to want to participate in the climate action.</p> <p>Ability to improve health and safety is also important. Rental unit tenants do not always have the ability or access to improve the health and safety of their home.</p>
<b>ECA.6) Address</b>	<p><b>Understand the financial burdens of low-income households.</b></p>

Title	Recommendation
<b>Cost-Burdens</b>	<p>Work with frontline communities and low-income households to understand if high upfront costs or current high bills and other important expenses are barriers to participation in climate action. Consider the following:</p> <ul style="list-style-type: none"> <li>• Are there assistance programs or other programs that this climate action can partner with?</li> <li>• Are there programs that should be implemented first to reduce the cost-burden (e.g. Focus on energy efficiency upgrades before electrification)?</li> <li>• How will the cost-burden pass from landlords to renters?</li> </ul> <p>Is the cost of the program a barrier?</p>
<b>ECA.7) Community-based Programs</b>	<p><b>Build self-reliance and access to resources within communities and neighborhoods.</b></p> <p>Local, state, and federal government programs can have limitations and access to funding. To increase equitable access to resources (e.g. Food), develop and support non-governmental programs that support community reliance on a family or neighborhood level. For example, community gardens can support more equitable access to food.</p>
<b>ECA.8) Funding Mechanisms</b>	<p><b>Identify alternative funding mechanisms for climate action.</b></p> <p>Here is a list of alternative funding mechanisms when a program has access to limited funding:</p> <ul style="list-style-type: none"> <li>• First, focus on those in the most need and provide service to them first.</li> <li>• Apply for grant funding and partner with local businesses and foundations.</li> <li>• Resident/business helping resident/business donation program (products or financial).</li> <li>• “pay as you can” or “adopt a...” programs.</li> </ul> <p>Optional fees for programs on the utility bill.</p>