OUSD Climate Emergency Action Policy – Proposed Community Engagement Strategy

Depth					
Activity types	Outreach	Consultation	Community Involvement	Collaboration	Empower
Definition	We will keep you informed	We will acknowledge your concerns and inform you of how public input influenced this decision	We will ensure that your concerns and aspirations are directly reflected in the developed policy.	We will ask you to be a key, active, and present player to help us build the right solutions	Your input will play a crucial role in shaping the District's ultimate decision
Outcome	Here's what's happening	Here are some options, what do you think?	Here's a problem, what ideas do you have?	Let's work together to solve this problem	Support in leading the launch of the initiative and support implementation
Tactics	- Website - Factsheet - Mailout	- Board Facilitated Town Hall / Open House - Survey	- Charrette - Workshop - Dialogue	- Community Advisory Council - Consensus building - Co-design	- Staff Taskforce - Delegate decision to the community
Communication and/or Engagement Activities	**Website**: Establish a dedicated section on the District's website for climate action/environmental sustainability updates, resources, and progress reports **Mailout:** Utilize ParentSquare, social media platforms, online newsletters, and local media outlets to disseminate information and engage the broader community **Factsheet:** Provide regular updates on the progress of climate action initiatives, showcasing milestones, accomplishments, and the positive impact on the environment	**Survey:** Conducting a District-wide survey to gather insight into community priorities **Town Hall Meetings:** Host town hall meetings that provide an overview of the climate crisis, the district's commitment to climate action, and community involvement	**Workshop:** Organize workshops to educate community members about climate change, mitigation strategies, and sustainable practices. Collaborate and co-lead sessions with subject matter experts and external organizations **Student Involvement:** Engage All City Council and student leadership to encourage them to brainstorm and propose ideas for reducing the district's carbon footprint and provide feedback on the climate action planning process Identify High School Pathways that can engage and support in the development of policy goals through discussion, projects, or competitions focused on climate action	**Community Advisory Council**: Re-engage the Sustainability Advisory Council. Form a community engagement team comprising staff, teachers, students, parents, community members, and Board appointed members	**Staff Task Force:** Appointment and assignment of District staff from departments, as appropriate, involved in the Sustainability Task Force
Community Collaborators	All OUSD Community: students, teachers, staff parents/guardians, community members; community organizations; government officials	All OUSD Community: students, teachers, staff, parents/guardians, community members	All OUSD Community: students, teachers, staff, parents/guardians, community members	Select interested community members	Select staff members

■ *Short-term activity/priority, one-time engagement*   □ *Long-term activity, ongoing engagement*

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For all the communications and engagement activities, identify the following:

1. What audiences are we looking to engage with?
2. What communication channels are we using to invite/share?
3. What are our anticipated outcomes?
4. What is our timeline for getting this done?
5. Who is responsible for this activity?
6. How will we use the feedback we receive?
7. What resources (new or existing) are needed?
8. What data needs to be collected for the evaluation plan?
9. How are we sharing the outcomes and feedback with staff and/or the community, as appropriate?

Evaluation and Reporting:

1. Develop key performance indicators (KPIs) to measure the effectiveness of engagement efforts and the impact of climate action initiatives.
2. Create annual reports summarizing engagement activities, achievements, challenges, and future plans. Share these reports with the community and stakeholders through engagement tactics such as the website, social media, and fact sheets, as it best fits the given project.

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Potential Roadmap to Policy Approval

Past Engagements 2021 -23
- Sustainability Advisory Council (SAC) Kick-Off
- District Staff Task Force Kick-Off
- Sustainability Advisory Council Monthly Meetings
- Task Force Monthly Meetings
- Department Leadership Meetings

Q1 2024
- Industry Subject Matter Experts Feedback and Meetings
- Other District Research
- Estimate Costs
- Training/Workshop

Q2 2024
- Board Facilitated Town Hall Meetings
- Conduct Community Survey
- Finalize Draft Policy

Q3 2024
- Present Draft Policy to Facilities Committee
- Present Draft Policy to Board

Q4 2024
- Policy Implementation Plan Kick-Off
- Re-engage SAC
- Re-engage District Task Force
- Begin drafting Implementation Plan

Legend:
- Open to Community
- Feedback Collected
- District Staff Only
- Project Team Only
- Industry Subject Matter Experts