



GREENOVATE
CITY of BOSTON

Greenovate Boston: *Prioritizing People*

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AKA Don't F.R.E.T Productions

Presentation Outline

- Project Outline
- Greenovate Values
- Research Question
- Comparison Cities
- Recommendations
- Prioritizing the People: Documentary

Project Outline

Original Project Prompt

Greenovate Boston:
Efficacy of
Climate
Communication

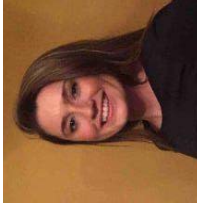
Investigate specific aspects of climate communication, assemble panel of advisors, incorporate feedback, outline project scope and draw conclusions

Source: MET UA 805 Urban Studies Capstone Syllabus

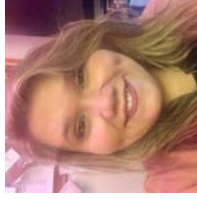
Project Team



Raquel Castro-Corazzini



Fiona Coughlan



Tiffany Lillie



Erik Rexford

Project Scope

1. Evaluation of origins and goals of Greenovate
2. What are their communication and outreach methods?
3. Interviews with variety of experts from separate stages of process
4. Case study comparison model
5. Data analysis and compilation of best practices
6. Compare Greenovate to best practices
7. Final recommendations

Greenovate Values

“We take part in a wide variety of activities to involve all Bostonians in the City’s Climate Action Plan. Our team leads the communications, events, and relationship building with the broader community to ensure we are reaching our Climate Action Plan goals created in partnership with local residents, professionals, and scientists.” -Greenovate Boston

Source: <http://www.greenovateboston.org/about-us>

Greenovate Values



Source: <http://www.greenovateboston.org/about-us>



Project Outline - Greenovate Values - Research - Recommendations - Prioritizing People

Research Question

Does Greenovate Boston
implement best practices in
communication when
engaging the public?

Best Practices

LOCATE



- Make it *really* local - both the message and messenger should be reflective of the audience.

(Nisbet, 2009; Sheppard, et al, 2011; Zhang, et al, 2018)

EDUCATE



- Tell people what they need to know rather than what they should believe. "Solutions Messaging"

- Create pictures in 'the mind's eye' of what a resilient community will look like and make that vision openly aspirational.

(van der Linden, et al, 2015)

MOTIVATE



- Frame message around what the community wants (not what you want them to want) and clearly delineate the pathways to make that vision a reality.

(Sheppard, et al, 2011)

ACTIVATE



Current Practices



Source: http://www.greenovateboston.org/engaged_and_educated_communities and google images

Case Studies *Similarities and Differences between Case Studies and Boston*

San Francisco, CA



Philadelphia, PA



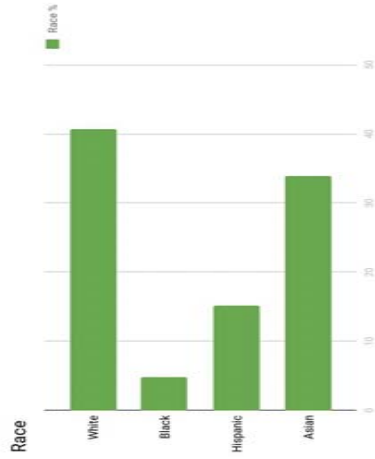
Washington D.C.



Boston, MA

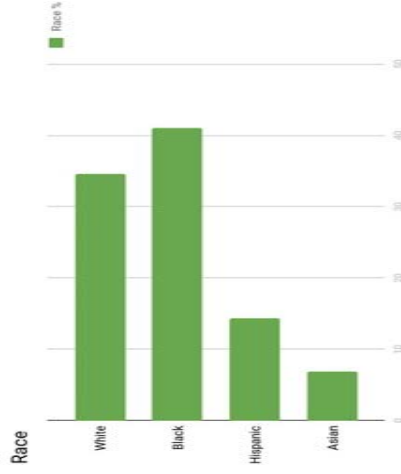


Population: 870,887



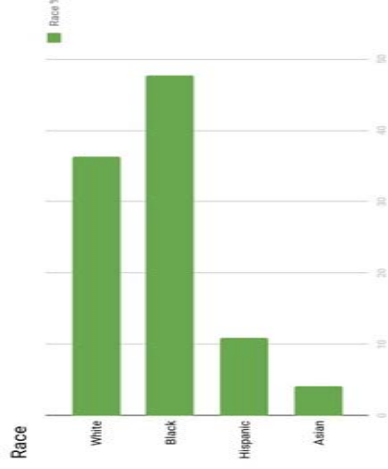
Median Household Income: **\$87,701**
 Per Capita Income: \$55,567
 % Below Poverty Line: 12.5%
 Persons/household: 2.33

Population: 1,567,872



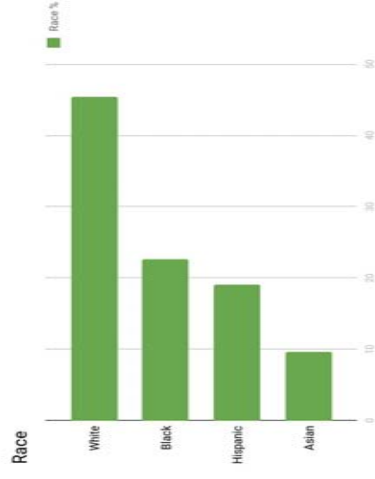
Median Household Income: **\$39,770**
 Per Capita Income: \$23,696
 % Below Poverty Line: 25.9%
 Persons/household: 2.59

Population: 681,170



Median Household Income: **\$72,935**
 Per Capita Income: \$48,781
 % Below Poverty Line: 18.6%
 Persons/household: 2.24

Population: 673,184



Median Household Income: **\$58,516**
 Per Capita Income: \$37,288
 % Below Poverty Line: 21.1%
 Persons/household: 2.35

Source: US Census Bureau



Project Outline - Greenovate Values - Research - Recommendations - Prioritizing People

Current Practices

San Francisco, CA



Philadelphia, PA



Washington D.C.



Source: http://www.greenovateboston.org/engaged_and_educated_communities and google images

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Case Studies

San Francisco, CA



Philadelphia, PA



Washington D.C.



Boston, MA



SF Environment

Climate Action Strategy Identification

San Francisco has identified 35 strategies under their Climate Action Plan that will be the focus of their business and community partnerships. They implement strategies through Climate Teams with Climate Liaisons and provide "milestone" updates.

Source: <https://sfenvironment.org/cas>

Greenworks Philadelphia

"Greenworks on the Ground"

Greenworks does not have a specific outreach team for their campaign but use community, individual and institution checklists and guides, as well as general event programming to enforce their mission outlined by Greenworks Philadelphia.

Source: <https://beta.phila.gov/departments/office-of-sustainability/>

Sustainable DC

'Block by Block' Model

Sustainable DC focuses on reaching all people by using social media platforms and elected positions that represent specific blocks to identify locally based campaigns. They also use specific initiatives based on the issue at hand i.e Foam Free DC under Sustainable DC. *Increased engagement by 64% in five years.*

Source: www.sustainabledc.org

Greenovate Boston

Boston Climate Ready Leaders and Action Programs

Greenovate uses action programs aligned with the Boston Climate Action Plan, the Climate Ready Boston Leaders program, as well as social media to connect the community with climate change professionals, educate, and meet goals.

Source: www.greenovateboston.org



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Recommendations

Greenovate has the power, clout, and potential to connect their values, community needs, and initiatives. *Prioritizing People* examines other models and recommends best practices based on Boston's strengths.

Convene Community Taskforce

A community task force with members from each neighborhood, both private and public sector, would allow them to further specialize their information sharing and programming in order to best serve vulnerable communities.

MOTIVATE



Targeted Social Branding

Once the initiatives are specialized for neighborhoods, i.e. #DorchesterRecycles, Greenovate can target their branding and social media - localizing their mission. Higher focus should be on vulnerable communities

EDUCATE



Identify Multiple Initiatives

The community task force compiled of a variety of experts and community leaders would allow them to have a pulse on each neighborhood and then identify several campaigns that a variety of residents can identify with.

LOCATE



Greenovate Ambassadors chosen by the Community

Greenovate Ambassadors would carry out the work of the task force and specialized initiatives to live beyond Greenovate's programming and ensure targeting voice from each neighborhood, by each neighborhood.

ACTIVATE



Prioritizing People Documentary



Thank you to our advisors and peers!



Luca Morreale - PhD Candidate Earth and Environment



Tess Kohanski - Assistant Director of Operations ISE



David Jermain - ISE Research Fellow and BUCPUA Associate Professor



Michael Walsh - Senior Research Scientist Carbon Free Boston



Anthony Janetos - Director of the Pardee Center and Professor of Earth and Environment



Lisa Tornatore - Assistant Director Sustainability@BU



Joanne McDevitt - President of the City Point Neighborhood Association



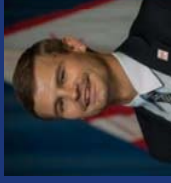
Joel Dashnaw - Territory Manager Save That Stuff



Philip Giffey - Executive Director of Neighborhood of Affordable Housing



Gabriela Bosco - Climate Program Manager NOAA



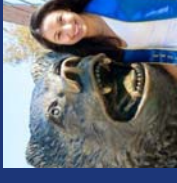
Lauren Zingarelli - Director of Communications & Community Engagement



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Ronnie Lizardo - MUA

Steve Schlauh - MCP

Jess Martinez - MCP

Beth Lai - Grants and Finance Administrator KCILSE



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