

Equity and Climate Change in a Time of Growth

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Climate Change | Equity | Density

Blending Concepts Together

- ▶ Growth Issues are Complex
- ▶ Everything is Connected
- ▶ Community Outreach is Challenging

When faced with other growth issues

Climate Change might not be the top priority



Our Organization

- ▶ Mission & Vision
- ▶ Policies and Procedures
- ▶ Diversity Plan
- ▶ Strategic Planning
- ▶ Relationships & Partnerships



Our Team

- ▶ Staff
- ▶ Board of Directors
- ▶ Committees
- ▶ Volunteers
- ▶ Members
- ▶ Partners



Our Audience

GrassRoots



GrassTops



Our Role

- ▶ Educate the Public and Decision Makers
- ▶ Speak UP for Good Growth Policy
- ▶ Making Connections
- ▶ Empower Community Voices

Tools
and
Resources

Consistent Education
and Opportunity for
Involvement

Quality
Information
& Feedback



Messaging

The 3P'S

- ▶ People
- ▶ Planning
- ▶ Payment

Making Connections



Communications

▶ In Person

Door Knocking, Meetings, Events

▶ Paper

Mail, Posters, Newsletters, Print

▶ Online

Websites, Social Media, Surveys

▶ Mass Media

Radio, TV, Movies



New Tools & Programs



Goals for 2020

- ▶ New Tools
- ▶ New Programs
- ▶ New Grassroots Committee
- ▶ Active Volunteers
- ▶ Knowledgeably Members
- ▶ Strong Partnerships



Thank You

Find out more at:

wakeupwakecounty.org

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