

A group of people are gathered around a table in a meeting room, engaged in a discussion. A man in a light blue shirt stands on the left, looking towards a woman with her back to the camera. Several other people are seated around the table, some looking at documents or laptops. The room has a modern feel with a white wall and a door in the background. A speech bubble icon is overlaid on the image, positioned above the text. The text is in a white, outlined, sans-serif font.

OUTREACH
AND EDUCATION

Outreach and Education

The success of the Anchorage Climate Action Plan requires partnerships between Anchorage residents, businesses, and visitors. Each sector has specific recommendations that require information for and participation from the public. Residents and visitors alike must have opportunities to learn about Anchorage's climate and resilience initiatives, understand how to find resources, engage with Municipal staff, and take actions that support the recommendations outlined in the plan. Whether someone needs access to the plan, wants to know about recycling pickup, or how they can participate in the process, an engaging and inclusive strategy for education and outreach is crucial for success.

In support of those goals, the Outreach and Education chapter outlines three important objectives: 1) utilizing effective and inclusive outreach methods to ensure that all Anchorage residents benefit throughout the implementation of all sectors of the Climate Action Plan, 2) engaging all Anchorage communities, businesses, industries, and other institutions (e.g. military) in the development and implementation of the plan, and 3) motivating our community to take individual and collective climate action.

Alaska/Anchorage Solar Tours

The 10th Annual Anchorage Solar Tour (2018) is the largest grassroots solar event in the USA. It showcases solar power use in Anchorage and around the state. Admission to the tour sites is free, and the owners of each site are present, along with some of the designers and builders, to answer questions.^{73 74}



The Municipality is committed to making the Climate Action Plan accessible and relevant to all Anchorage residents. Achieving the goals outlined in the plan will require input and action from all community groups within Anchorage. Outreach to the community about the plan and its implementation will be a multi-faceted effort and will aim to connect, address, and uplift work that is already being done within the community and by other entities across the state. A wide range of outreach strategies are necessary to accommodate residents with varying degrees of access to transportation, technological capacity, language barriers, and non-traditional work schedules.

⁷³ <http://alaskasolartour.com/2018-anchorage-solar-tour/>

⁷⁴ <http://acep.uaf.edu/acep-news/2018/14-may-acep-this-week/alaska-solar-tour-celebrates-10-years.aspx>

Case Study: Wind for Schools

The Wind for Schools program was created in 2005 by the U.S. Department of Energy's Wind Powering America program and the National Renewable Energy Laboratory (NREL). It is implemented in Alaska by the Renewable Energy Alaska Project (REAP) and the Alaska Center for Energy and Power (ACEP). Alaska is one of 11 states with a Wind for Schools program. Alaska Wind for Schools provides classroom visits, teacher training to help implement hands-on curricula, and holds a wind turbine design competition for students in grades 4-12 (KidWind). Additionally, some schools have installed small wind turbines on-site as demonstration projects. There are seven turbines in Alaska that were installed through Wind for Schools, including Begich Middle School in Anchorage. You can check out their electricity output and compare to other wind turbines around the nation on OpenEI.⁷⁵ The program is open to any school in the state who meets the success criteria. Schools across Alaska are currently in various stages of planning. The program is highly dependent on a network of sponsors at the community and state level to both get projects in the ground and to provide long-term support.^{76 77}



⁷⁵ http://en.openei.org/wiki/Wind_for_Schools_Portal/Comparison

⁷⁶ <https://alaskarenewableenergy.org/index.php/focusareas/education/wind-for-schools/>

⁷⁷ [http://acep.uaf.edu/projects-\(collection\)/alaska-wind-for-schools-program.aspx](http://acep.uaf.edu/projects-(collection)/alaska-wind-for-schools-program.aspx)

Outreach and Education

2040 Vision: Anchorage residents and leadership are informed, engaged, and empowered to find community-led climate solutions that bring us to a just and sustainable future.

Objective 25: Utilize effective and inclusive outreach methods to ensure that all Anchorage residents benefit throughout the implementation of all sectors of the Climate Action Plan.

Municipal Liaison: All

Timeline: Ongoing

- A. Action:** Identify and reduce barriers to participation in planning processes as well as new projects and programs. Depending on the event, barriers may include:

Language: Ensure the availability of translators and interpreter services for all outreach events and materials.

Literacy: Provide easy-to-understand materials.

Childcare: Provide childcare at public events.

Transportation: Host events at locations accessible by walking or bus.

Mobility: Ensure that meeting locations are ADA compliant.

- B. Action:** Establish a variety of communication avenues to reach diverse audiences: art, mail, public forums, digital surveys, social media, web and phone apps, door-to-door outreach, etc.

Objective 26: Engage community members, especially underrepresented and underserved communities in the implementation of the Climate Action Plan.

- A. Action:** Deepen, democratize, diversify, and maintain engagement on climate action by building partnerships with community organizations that are not currently engaged in climate action initiatives.

Municipal Liaison: Office of the Mayor

Timeline: Ongoing

Tactics

- Establish a variety of communication avenues to reach diverse audiences: art, mail, public forums, digital surveys, social media, etc.

- B. Action:** Partner with and support existing organizations that currently work on climate justice, climate action, education, and other public service organizations already doing work that aligns with other sectors in the plan.

Municipal Liaison: Office of the Mayor

Timeline: Ongoing

Tactics

- Reach out to project managers to see which organizations have contact with the Municipal agencies and staff and which ones do not. Devote time to all organizations, with an emphasis on those with minimal existing contact.

- C. Action:** Increase visibility of Municipal climate action initiatives.

Municipal Liaison: Office of the Mayor

Timeline: Short-term

Tactics

- Identify existing Municipal projects and programs that will benefit from a single, branded climate action message.
- Develop and sustain an online Anchorage climate action website to provide ongoing access to progress.

Objective 27: Motivate and support Anchorage residents, schools, businesses, community councils, and agencies to help meet the goals of the CAP by reducing their carbon footprint and preparing for climate impacts.

- A. Action:** Partner with community organizations to encourage residents and other entities to reduce their carbon footprint and help meet the goals of the CAP.

Municipal Liaison: Office of the Mayor, Solid Waste Services, Anchorage Public Library

Timeline: Ongoing

Tactics

1. Compile and create accessible materials for web and in-person distribution, including how-to guides and information about trainings, workshops, job opportunities, etc.

- B. Action:** Encourage and support businesses to prioritize reducing their carbon footprint, revitalizing neighborhoods, and preparing for climate impacts.

Municipal Liaison: Office of the Mayor, Solid Waste Services, Anchorage Public Library

Timeline: Ongoing

Tactics

1. Explore incentives to encourage business innovation on climate action.
2. Educate and engage business owners through regular presentations and workshops at business organizations.

- C. Action:** Encourage education about climate change, energy, and outdoor/natural science education through K-12, post-secondary, continuing adult education, and extra-curricular education through (1) inventory of existing curriculum and (2) identifying, incentivizing, and providing materials and resources to educators.

Lead Partner: Anchorage School District

Timeline: Long-term

Tactics

1. Audit and utilize existing curricula/materials already freely available, including the CLEAN Network, Strategic Energy Innovations (SEI), and the AKEnergy Smart curricula.
2. Host climate-related workshops during teacher in-service days and credit courses which all teachers need are excellent areas for workshops.

- D. Action:** Encourage the development of career and technical education programs focused on supporting clean energy and infrastructure jobs (e.g. renewable energy, net zero building, electrification of transportation infrastructure)

Municipal Liaison: Office of the Mayor

Timeline: Long-term

Tactics

1. Promote career pathways, workforce development, and training opportunities within both traditional trades and emerging renewable energy industries that prove effective in reducing carbon emissions.