

MCC Meeting Sept 25

Flipchart notes – Reacting to the framework, the public comment, and the Mitchell Center

Many comments around education, outreach and engagement

- Plain language
 - There is research on this – use it!
 - Avoid jargon – “smart growth” “workforce housing” “materials management” etc.
- Navigators – comes out loud and clear in comments
 - Help meet people where they are – places they gather
 - Online as well (EMT has a good website, what about an overarching hub?)
 - Consider who the credible messengers are
 - Overall, need to bridge the gap of awareness – especially awareness around what is already happening on climate action
- Formalize and sustain CBO relationships
- How do we build our capacity for community engagement
 - And manage disinformation
- Energy education
 - Need to help people see the big picture and the why
- Elevate strategies and language that address basic needs
 - That is how many people can see themselves in these strategies
 - Perhaps create a different version of the plan focused around peoples’ lives?
- Opportunities for small business and private sector education
- Use GOPIF’s resilience partnership as a model for working with communities on a range of climate action
- Regionalize implementation and outreach
- In the updated plan, recognize what has been achieved since MWW first came out

Comments on system change and linking to existing program

- Integrate climate action more tightly into existing state programs
 - Go big on affordable housing
- Consider system change versus personal choice
 - Consider allies for system changes, such as heat pump contractors, car dealers
 - Power of institutions to push change – schools (infrastructure, educators, students), hospitals, etc.

And several specific issues

- Public transportation – make more visible
 - Speak to partnerships and co-benefits
 - Speak to remote services

- Focus on electricity costs and reliability
 - Review energy section to ensure we're doing enough there
- What happened to combined heat and power?
 - More generally, how are we supporting the forest-based economy?
- Siting of energy infrastructure requires proactive planning
 - Review energy section to see if we capture this
- Local food – comes out loud and clear in comments
 - Let's work more aggressively with local retailers
- Working waterfront – want to see it more clearly in the doc
 - Particular concern around the smaller, private projects
- Talk about “working waters” when we mention working lands
- Jobs – make sure they are “good”, and we're linking to young people
- Promote Maine firms and inputs through climate action
- Provide incentives for using vacant parcels
- Focus on nature-based solutions (work with nature)
- Food waste – add compost infrastructure for residential and institutional customers
- Importance of tourists in Maine – they have outsized impacts. Need to incorporate this reality
- First responders need help with the energy transition – different risks from electric cars, batteries in the home.
 - Let's get in front of this
 - Also, should consider full lifecycle of batteries
- We should say more about funding and how to pay for all this