

2022 Climate Ambassador Program

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Overview

- Program Summary
- Program Overview
- Program Components
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- Recruitment Timeline

Program summary:

Supporting local climate initiatives through small-scale projects with engaged community members

Program Overview

Community Action Project

Engagement

Advance a local climate initiative in line with the strategies of the Climate Equity Plan

Project Design

Meet with stakeholders relevant to their projects & goals

Workshops

Create plans for the direction of their engagement and Community Action Project

Meetings

Develop group understanding of equity, civic engagement, and how to incorporate those practices into their work and projects

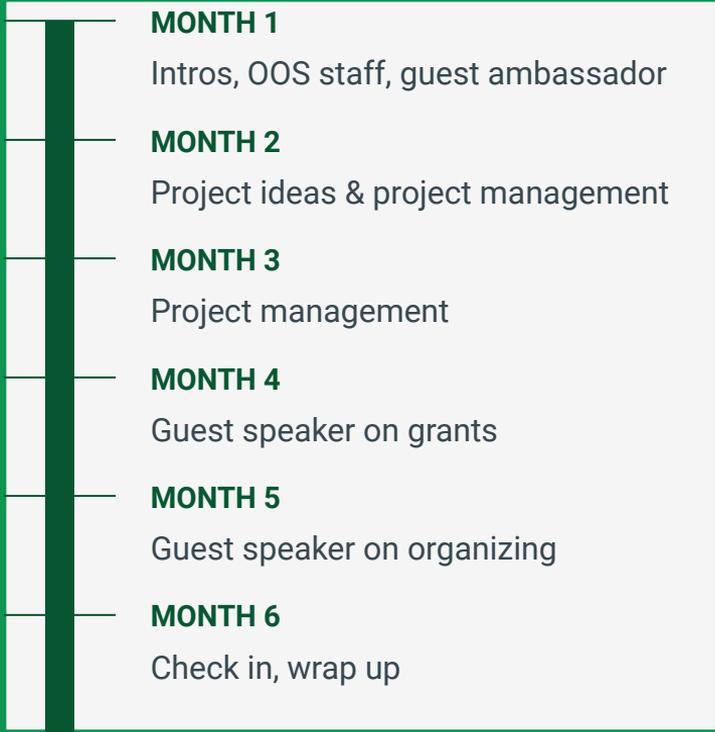
Discuss their work, share ideas, collaborate, learn from their peers

Estimated 60 hour time commitment over 6 months (August 2022 - January 2023)

Monthly Meetings

Estimated time commitment: 10 hours

- Opportunity to share their experiences as organizers, discuss their work, and learn from one another
- Occasional guest speakers to provide insight on specific topics of interest
- About 1.5 - 2 hours per meeting



MONTH 1	Intros, OOS staff, guest ambassador
MONTH 2	Project ideas & project management
MONTH 3	Project management
MONTH 4	Guest speaker on grants
MONTH 5	Guest speaker on organizing
MONTH 6	Check in, wrap up

Example Meeting Topics

Workshops

Estimated time commitment: 6 hours

Equity Workshop

Facilitated by Susana Almanza

- TOPIC: Providing context for environmental racism in Austin

Civic Engagement Workshop

Facilitated by Austin Common

- TOPIC: Explaining different departments, entities, organizations, and processes that the ambassadors are likely to encounter

Project Design

Estimated time commitment: 6 hours

- With guidance, the ambassadors will complete project management assignments to track their progress throughout the program
- While completing these assignments, the ambassadors will have an opportunity to:
 - Reflect on the workshops
 - Pinpoint the CEP strategy they want to focus on
 - Identify specific stakeholders to approach in the engagement portion of the program
 - Outline their projects

Weekly Progress Report for Teams 

Week of _____

Team Name	Plans	Progress	Problems
Employee Name	Add your plans for the week here.	Move your plans here once completed.	Add a weekly challenge you faced.

Example Project Management Template

Engagement

Estimated time commitment: 12 hours

- The ambassadors will network and do engagement with stakeholders that are relevant to the goals of their projects
- Flexibility in the types of engagement they do, so long as they meet the hours requirement
- Any of the following could count towards hours:
 - Attending committee, commission, or advisory group meetings
 - Meeting with community members
 - Meeting with other organizations and/or local businesses
 - Prepping engagement materials
 - Doing community outreach at an event

Ambassador A distributes a **survey** to understand the barriers to composting for renters

Ambassador B meets with **bike shop owners** to find out if there are training opportunities available for low-income community members

Ambassador C meets with **City staff** to better understand resources available to address water leaks

Example Engagement Efforts

Community Action Project

Estimated time commitment: 22 hours

- The ambassadors will complete a project that advances a local climate initiative that they are passionate about
- Determining the type of project they do will be a collaborative effort
- Ambassadors will receive a stipend to assist with the completion of this project
- Included in the estimated time commitment
 - Additional planning time
 - Time spent gathering materials for the project
 - Time spent on the project itself
 - Reflection on their project
 - Reflection on the program experience

Ambassador A hosts a **composting event** tailored towards renters

Ambassador B organizes a **bike tour** of environmentally significant areas tailored towards low-income community members

Ambassador C launches a **social media campaign** to provide information about leak detection & repair

Example Community Action Projects

Recruitment Timeline

	June	July	August	September	October	November	
Application Period	■						
Review Applications		■					
Selection Process		■					
Program Kick-Off			■				

Application period: June 1 - June 22

Application review: Late June to early July

Selection & Notification: Early to mid July

Program Kick Off: August 2022

- Assembling a panel of ~5 individuals to assist with the selection process this upcoming week
 - Someone from Equity Office
 - Someone from OOS Food or Communications Team
 - Celine Rendon, 2020 Ambassador program manager

Recruitment Strategy

01

Social Media

- COA & OOS accounts
- Austin Common
- Facebook groups

02

Newsletters

- OOS Newsletter
- Climate Equity Plan Stakeholder List
- Equity Action Team Newsletter

03

Direct Outreach

- Directly contacting organizations of interest
- PODER, BASTA, BTL Austin, Austin Tenants Council, Farmshare ATX, Latinitas, and more...

04

Flyering

- Prioritizing distribution in Eastern Crescent
- Targeting community centers, libraries, college campuses, coffee shops, and more

- Prioritizing recruitment of people connected to organizations that serve communities we have historically had a difficult time engaging with
- Prioritizing recruitment of people that do engagement around issues we need help addressing

Questions?