



# Community Engagement Plan

Nantucket Coastal Resilience Plan

12/17/2020

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# Introduction

The Nantucket Coastal Resilience Plan (the “Nantucket CRP” or “CRP”) is a crucial step in the Town and County of Nantucket’s process of preparing for and adapting to the threats posed by coastal flooding, erosion, and future sea level rise. The CRP analyzes risks to the Town’s homes and businesses, public infrastructure, economy, civic spaces, and historic and natural resources, and proposes location-specific interventions for reducing long-term risks and increasing resilience, as well as a recommended implementation roadmap.

Community engagement is fundamental to creating a successful CRP that meets the goals and priorities of the Nantucket community and has a broad coalition of support for implementation over the near- and long-term. This Community Engagement Plan documents the overall goals, schedule, and engagement approach for the CRP. This document will be developed through input from the community and other stakeholders during the initial phases of the project in fall 2020 and will be updated throughout the project duration. It outlines our approach to reach all project community groups and stakeholders through events, strategies, and tools while adhering to social distancing and public health guidelines established by the Town and State during the COVID-19 pandemic. With the pandemic in mind, it is also important to note that the approach outlined here will need to be approached with flexibility and adaptability due to uncertainties about what types of activities may be feasible and safe over the course of the project. For example, any planned in-person events may be replaced with virtual events depending on the changing of safety protocols.

## **The purpose of the Community Engagement Plan is to:**

- Broaden awareness and transparency related to the Nantucket CRP by documenting the goals, principles, and approaches of the community engagement process
- Honor, advance, and integrate lessons learned from past engagement efforts on Nantucket
- Be a living document with flexibility for ongoing modifications in scope, details, and timeframes as needed to maximize results throughout the project’s lifespan
- Clarify key decision milestones, necessary feedback, and what input is needed from critical community groups
- Provide methods and activities that advance interactive collaboration with the Town and other members of the community to educate, engage, elicit meaningful input, and ensure that we continuously calibrate our process and approaches to maximize effectiveness
- Establish a framework for ongoing Town engagement of the community through the CRP implementation process
- As part of the ACKLOCAL initiative, provide a process through which Town Departments and other key stakeholder can work together to inform mutually beneficial project outcomes



## Project Area

Nantucket is a roughly 48 square mile island located in Nantucket Sound roughly 30 miles from the mainland on Cape Cod, Massachusetts. The Nantucket CRP is an all-island plan focusing on the entire 88 miles of coastline. The project area encompasses an array of built and natural conditions, from the historic town centers in downtown and Sconset, to bays and tidal estuaries, to natural coastal bluffs along the South Shore, to the barrier islands of Tuckermuck and Muskeget. The project will evaluate risk and risk reduction strategies along each section of coastline in order to provide location-specific solutions.

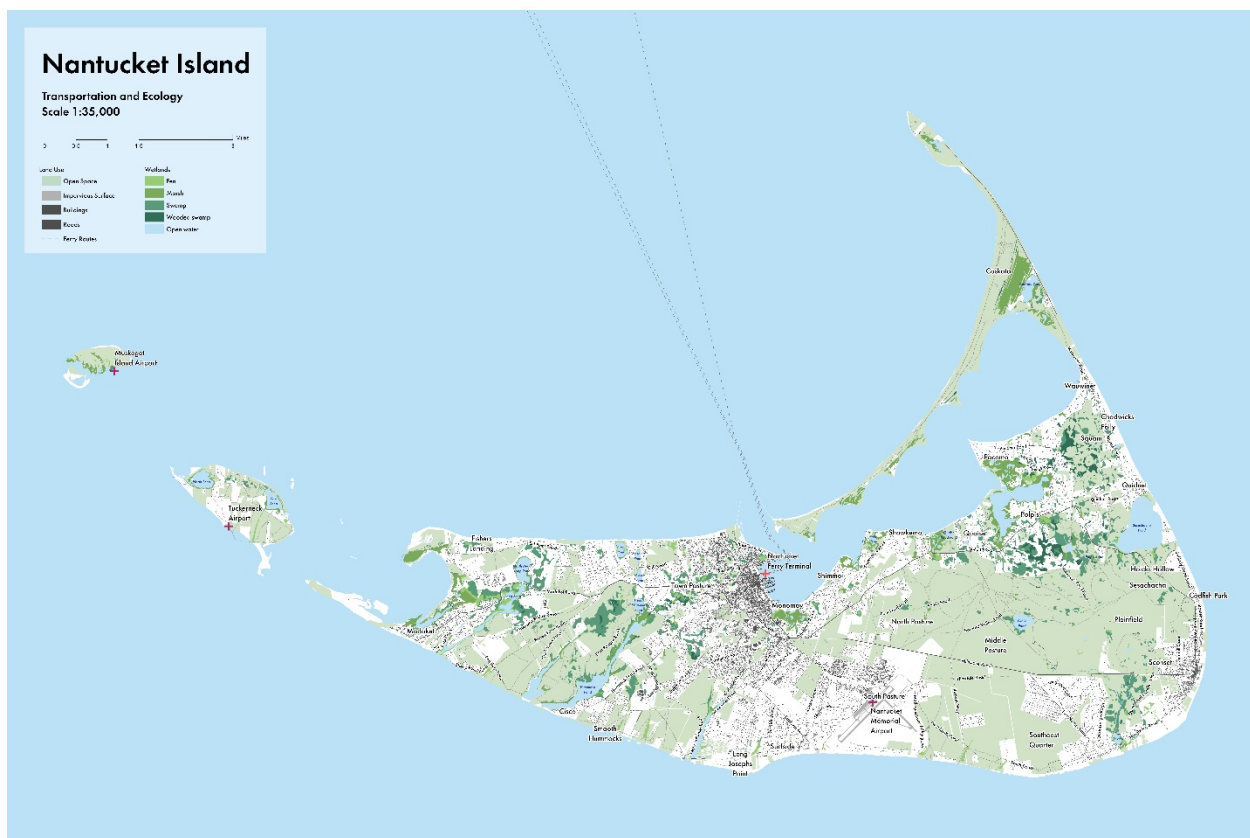


Figure 1 - Map of the Project Area Comprised of the Town and County of Nantucket

## Previous and Ongoing Engagement

The Town of Nantucket has led a series of island-wide planning processes focused on coastal resilience over the past several years. Each of these studies included a community engagement component and the views documented in the reports help create a foundation of community sentiment from which this planning process can start. This plan and the approaches that will be adopted through the planning process take into account public input documented in the following studies:

- *Coastal Risk Assessment and Resiliency Strategies (2020)*
- *Hazard Mitigation Plan (2019)*
- *MVP Summary of Findings (2019)*
- *Parks and Recreation Master Plan (2019)*
- *Keeping History Above Water Community Values Assessment (2019)*



In addition, the Town is currently undertaking the *Resilient Nantucket: Designed for Adaptation* study to address design guidance and provide an adaptation toolkit for owners of historic properties. Public input from this ongoing process will be incorporated in the CRP planning process and the efforts will be aligned in terms of scheduling and content to ensure maximum coordination.

Key questions that we will ask during the early stages of the process to help guide our understanding and use of prior engagement include:

- What type of community engagement tools have been used in prior planning projects?
- How has input from previous engagement been applied to current Town plans and projects?
- How do community members feel about previous engagement?
- What has worked well and what has not?
- How do community members want to be engaged based on earlier experiences?
- Are there any groups that have been established within the last several years who we should be sure to include in our engagement process?
- What metrics should we collectively be using to evaluate and prioritize risk?

## Overview of the Process

The CRP will include a long-term adaptation plan for the entire island along with detailed feasibility and implementation guidance for near-term projects, applicable over the next 10 years. The process for developing this plan combines climate science, robust community engagement, engineering and technical analysis, urban and landscape planning and design, and implementation planning. The CRP will involve examination of a range of flood protection options, including structural, non-structural, ecological, and policy-based measures. By engaging a wide range of community groups in the process, the Town is ensuring that the Coastal Resilience Plan can move forward into implementation.

The project team will work in close partnership with the Nantucket community and other groups to develop the CRP.

The plan will be completed in Fall 2021 and involve four phases of public outreach and engagement as summarized in subsequent sections. Public health and safety will be a priority throughout the process, and we will look for creative ways to engage the community while adhering to COVID-19 guidance and restrictions.

## Project Team

The Town of Nantucket, through the Department of Natural Resources, is leading the creation of the Coastal Resilience Plan. A broader team of Town Departments will provide guidance throughout the process, including the Administration, Planning, Public Works, Sewer, Health, Energy, and Fire and Police Departments. In addition, a number of Town Committees, Boards, and Commissions will play a role in the project. The Coastal Resilience Advisory Committee will serve as the primary citizen committee steering the process.

An interdisciplinary team of consultants supports our work, led by the engineering firm Arcadis, which includes local and global experts in coastal engineering, hydrodynamic modeling, civil and structural engineering, transportation, urban design, implementation planning, and community engagement. Additional design, engagement, planning, historic preservation, and implementation support is provided by Arcadis subconsultants Stoss, ONE Architecture and Urbanism, and The Craig Group.



# Community Engagement Participants

A wide range of individuals and organizations are a key part of the Community Engagement Plan and serve an important role in developing and implementing the CRP.

## Major Community Groups and Stakeholders

The following summarizes a diverse list of project community groups and other key stakeholders, including residents of and visitors to Nantucket, non-profit organizations and land trusts, Town departments, commissions, and boards, and state and federal agencies. All community groups and stakeholders have a voice in the CRP process and play a critical role in ensuring that the project addresses the coastal risks they face. Moreover, as the timeline of this project is long-term, it is important to build a coalition across these groups to set the stage for near- and long-term implementation.

### **Local and State Elected Officials**

Local and State Elected Officials play the critical role of representing local residents in the planning process and advancing the plan's implementation. The Town and County of Nantucket is represented at the local level by the five member Select Board. Town Meeting serves as the legislative body. Additional elected officials include State Senator Julian Cyr (Cape and Islands District), State Representative Dylan Fernandes (Barnstable, Dukes, and Nantucket District), U.S. Congressional Representative Bill Keating (9<sup>th</sup> Congressional District), U.S. Senators Elizabeth Warren and Ed Markey, and Massachusetts Governor Charlie Baker.

### **Town Departments**

Nantucket's various Town departments—supervised by the Town Manager—oversee multiple functions and responsibilities of administration and government. Ultimately, the project will require the close collaboration with the multiple Town departments to be realized successfully. Thoughtful coordination with these departments is key to developing a plan that is achievable and complements the long-term needs of Nantucket.

### **Town Boards, Commissions, and Committees**

The Town of Nantucket's boards, commissions, and committees ("Committees") similarly play a crucial role in the Town's municipal government, consisting of citizens working to address a wide variety of local issues through policy setting, advisory roles, oversight, and regulatory authorities. Project success and effective implementation will require thoughtful coordination with these Committees, several of which will play a role in reviewing and approving proposed projects and policies for implementation (e.g., Conservation Commission and Historic Districts Commission).

### **Nantucket Residents (*Voting and Non-Voting*)**

The 2010 census estimates 11,000 people live in Nantucket year-round. However, local estimates range between 11,000 and 17,000 year-round residents. 50,000 people live in Nantucket seasonally. Many of these residents live within the projected 100-year floodplain in 2100. All residents—be they homeowners or renters, voting or non-voting—have a personal stake in the project and planning process.

### **Nantucket Youth and Students**

Youth stakeholders include students ranging from elementary school to high school as well as students at the Nantucket Island School of Design and Preservation Institute Nantucket. Approximately 2,600 Nantucket residents are under the age of 20, and as the next generation of Nantucket residents who will



have to contend with the burden of climate change as they look to their futures, this is a critical project community group to build a generational coalition of climate advocates for decades to come.

### **Nantucket Workers**

Nearly 97% of Nantucket's more than 6,300 employed year-round residents live and work in Nantucket. These individuals and all other workers on Nantucket—including many who commute to Nantucket from Cape Cod via the ferry—have a stake in the long-term economic health and vibrancy of Nantucket, and thus have an interest in its resilience.

### **Nantucket Business Owners**

Nantucket is home to numerous small businesses who provide a range of key services to residents and workers and are essential to fostering a unique sense of place in Nantucket.

### **Nantucket Visitors**

In addition to people who live and work in Nantucket, thousands of people visit Nantucket every year, supporting its tourism-based economy, especially in the warmer months. These vacationers, visitors, and patrons frequent Nantucket's restaurants, retail, and other businesses while enjoying the island's wealth of natural resources and play a crucial role in sustaining Nantucket's economy.

### **Private Property Owners**

Private property owners in Nantucket have a major stake in the project. They stand to benefit in terms of flood protection of their property and lower flood insurance rates and in many cases will be crucial players in helping to implement recommended risk reduction and adaption measures on private property.

### **Land Trusts**

Approximately half of Nantucket's landmass is held in conservation by a variety of land trusts, including but not limited to the Nantucket Conservation Foundation, the Nantucket Island Land Bank, the Trustees, and Mass Audubon. These organizations hold a large stake in the future of Nantucket's natural resources, wildlife, economy, and land use decisions, especially as the increasing risk of coastal flooding combined with sea level rise threaten coastal habitats.

### **Non-Profit Groups and Organizations**

There are numerous neighborhood, civic, faith-based, and community groups and associations representing or advocating for local residents, businesses, public spaces, and special local interests and who have a vested interest in resilience planning in Nantucket. It is critical to connect with these organizations and engage their constituencies in the planning process.

### **Private Utility and Service Providers**

Private utility and service providers responsible for operating infrastructure and utilities and providing services to residents, business owners, and other property owners in Nantucket are key groups with whom coordination is critical in advancing resilience planning for the long-term needs of the island.

### **Regulators**

There are many rules and regulations—town, state, and federal—that will guide and influence the feasibility and ultimately design and construction of the coastal protection and adaptation strategy. To develop a realizable plan, it is important to engage the town, state, and federal agencies with regulatory jurisdiction over aspects of the project during the planning process. In particular, agencies who regulate the aquatic environment hold a large stake in the project, with whom we have therefore convened a specific advisory group to ensure close coordination (see below).



### **State Agencies**

In addition to the role that State agencies play in regulating the solutions that be generated through the CRP, a number will play a role as community engagement participants based on property ownership, regulatory oversight, and technical and policy expertise. This include the Massachusetts Departments of Environmental Protection (MassDEP), Conservation and Recreation (MassDCR), Coastal Zone Management (MassCZM), Transportation (MassDOT), Emergency Management Agency (MEMA), Executive Office of Energy and Environmental Affairs (EEA), among others.



## Engagement Roles and Responsibilities

### **Town of Nantucket Staff**

Town staff will help advise on and lead community engagement throughout the project. Staff will provide guidance on and connections to community groups and other stakeholders both within and outside of the Town administration and will attend and provide staffing and logistical support for both virtual and in-person (as permitted) engagement activities. Staff will also serve an important role in ensuring the consultant team is engaging the community in an inclusive and accessible manner. Staff responsibilities also include ensuring all public meetings are appropriately noticed according to Massachusetts Open Meeting Law and advise the consultant team on advertisement methods for engagement activities that are likely to ensure the broadest awareness of the project. Working closely with the consultant team, Town staff will also direct contact with state and federal agencies, and inter-regional entities, as well as potential funders and implementing agencies.

### **Consultant Team**

The consultant team will lead the community engagement strategy and process, working in close coordination with Town staff. The consultant team will develop the engagement approach, plan, and schedule; provide general staffing and logistical support for engagement activities; and co-develop engagement materials including content for project websites, social media, print, and other channels. The consultant team will also help steer relevant engagement with federal, state, and inter-regional entities.

### **Coastal Resilience Advisory Committee (CRAC)**

The CRAC will serve as the citizen steering committee for the project helping to guide the engagement approach and actively participating in engagement activities. CRAC input will be requested at key intervals following initial review and coordination with Town staff. The committee will be engaged to vet preliminary findings and input, to share detailed information, to provide a testing ground for concepts before they are published, to build consensus around decisions, and to serve as champions of and ambassadors for the project.

### **Implementation and Regulation Focus Group**

An implementation and regulation focus group will be formed in the later stages of the project to inform the process of developing the CRP's implementation roadmap from a technical, funding, and ownership perspective. The Focus Group would work in close coordination with the CRAC to inform project advancement beyond the planning process. As appropriate, depending on the outcomes of the planning process, the focus group may include Federal, State and local regulators, capital agencies, and funders, as well as private property owners and utility providers. The focus group will be responsible for providing detailed technical input on adaptation and resilience concepts, flagging issues that may inhibit implementation from a regulatory or feasibility perspective, and helping shepherd resilience projects to implementation at the conclusion of the planning process.





# Engagement Approach

## Goals

Meaningful engagement of the project community groups and stakeholders identified in this plan is critical to the success of the Coastal Resilience Plan. Engagement ensures the project meets the needs and serves the priorities of the community and lays a foundation for successful implementation. The engagement process goals include:

- Engaging and collecting input from a diversity of voices and perspectives
- Empowering the community with information and knowledge to support informed decision-making
- Creating a platform for collaboration and two-way engagement on the definition and evaluation of risk and co-creation of solutions
- Providing a multifaceted experience tailored to different audiences with many ways to get involved
- Channeling and coordinating efforts to enable climate and environmental justice
- Helping community members internalize and identify with their responsibility and power to build resilience in the region by providing the needed tools and platforms
- Identifying and cultivating champions to drive implementation and multiply effects

## Principles

Meaningful engagement of all community groups that could either affect or be affected by project processes or outcomes is critical to the success (in the form of mission achievement) and technical integrity of the project. Engagement ensures the project meets the needs and serves the priorities of the community and lays a foundation for successful implementation.

- **Diversity, Equity and Inclusion:** Systemic racism has shaped planning processes across our country, and these processes have not adequately engaged Black, indigenous, and people of color (BIPOC) individuals and groups. Likewise, other populations have often been excluded from processes, including those with limited English proficiency, housing insecurities, and/or living with physical and mental health issues. We recognize that these groups are not only too often left out of decision-making and engagement processes, but that they are also those who are most vulnerable to the impacts of climate change. We seek to ensure that individuals and organizations included in the engagement process are representative of those communities, that engagement strategies are specifically targeted to certain groups as needed, and that project information and engagement materials and events/platforms are accessible, including considering language access, disability access and digital access and literacy.
- **Fostering optimism and energy:** Community engagement is most effective when people want to be involved in the process. This happens when engagement approaches are structured to be fun and to generate optimism about the project and its outcomes, and when each person engaged feel they have a role to play in the solution. The engagement team will strive to develop approaches and activities that are fun, accessible, and feel meaningful to those involved. In addition, while the COVID-19 pandemic does limit our ability to undertake certain types of engagement activities, at least during the first months of the process, we will approach this challenge as an opportunity to be creative in developing options that are uplifting and generate energy toward achievable goals.



- **Aiming for Co-Creation:** Wherever possible, we aim to actively engage the community in co-creating with the project team to shape the plan. It is the intent of this Community Engagement Plan to leverage the insights and knowledge of the community with the technical expertise on the team, to develop a feasible, implementable, and visionary CRP. The community's feedback is critical in ensuring our analysis of existing site constraints that drive the feasibility of resilience infrastructure is comprehensive and accurate. In addition, feedback will continue to shape what major opportunities for improving existing infrastructure systems and the public realm are integrated into our analysis. In later phases, community feedback on tradeoffs and priorities will be used to shape the evaluation and selection of project options.
- **Public Health and Safety:** We seek to ensure public health by following COVID-19 safety protocols in all forms of engagement.



## Engagement Process

Guided by the goals and principals outlined above, the CRP engagement approach will be undertaken over the course of 10 months, beginning in November 2020. The approach is divided into four phases, as described below. The engagement processes will use natural cycles of project development to maximize effectiveness of engagement. The general structure of the wave approach for each engagement phase is:

1. Project team gathers data, develops hypotheses, etc.
2. Internal workshops and report-outs to the Town and Coastal Resilience Advisory Committee for first order vetting and refinement
3. Present hypotheses, information, key questions to the community and collect input
4. Integrate feedback and calibrate next steps. Repeat step 1 moving into the next phase.

That structure will be applied throughout the project as shown.



During each of the four engagement phases, we will be developing approaches that help achieve both depth and breadth of outreach and engagement. Our efforts to achieve breadth will be designed to effectively reach the largest, most inclusive audience both on and off island. Efforts to achieve depth will be developed to provide for detailed information sharing with groups with specific knowledge or that will be crucial to carrying the recommendations of the plan forward.

The approach will also make strategic use of virtual, socially distanced, and potentially in-person strategies over the course of the project. During the first 3-5 months of the project, we envision primarily



virtual engagement in order to ensure public health and safety. Depending on public health guidance in spring 2021, we will evaluate the potential for socially distanced or in person engagement in coordination with Town leadership.

Regardless of the format, the engagement approach will be broken into four primary phases, each including a specific set of community touchpoints, approaches, and tools intended to achieve depth and breadth of engagement across the Nantucket community. The summary table below provides additional details.

## Engagement Metrics

A successful engagement process must include mechanisms that enable the team to track progress and gauge the effectiveness of selected approaches and techniques. This allows for course correction over the course of the project if established metrics are not being met. The table below identifies target metrics that we will use to evaluate the engagement approach as we proceed.

<b>What is the metric?</b>	<b>How is it measured?</b>	<b>What is the quantitative/qualitative target?</b>
<b>Community concurrence with working hypotheses</b>	Responses to surveys, workshop feedback, public comments	Majority positive responses to working project hypotheses
<b>Number of individuals engaged in process</b>	Tracking of meeting attendance/participation, Number of individuals who participate in engagement activities, number of survey responses received	1,000 individuals participate in at least one engagement activity over the course of the project
<b>Number of individuals informed about process</b>	Social media views/likes/shares, webpage views, mailing list, number of people invited to activities, request for information, public viewers of CRAC and Select Board meetings	5,000 individuals informed about the process
<b>Number of people deeply engaged</b>	1:1 or group interviews, in-depth conversations, active participation in CRAC, Select Board, Focus Group, Project Management Meetings, Amount of time people spend engaging	100 individuals deeply engaged in process  Key champions across groups take ownership of plan
<b>Diversity of interests</b>	Sectoral representation in engagement activities, type of group engaged in process	Multiple connections with community members from each major group (as described above)
<b>Inclusivity</b>	Age, race, gender, ethnicity, year-around vs. seasonal, owner vs. renter of individuals engaged and informed about the process	Participation in engagement activities reflects Nantucket demographics



## Community Engagement Summary

<i>Phase</i>	<b>Phase I: Listening Tour</b>	<b>Phase II: Public Workshop/Surveys - Risk and Vulnerability, Resilience Toolkit, and Evaluation Criteria</b>	<b>Phase III: Public Workshop/Surveys - Evaluating and co-refining coastal resilience/adaptation solutions and scenarios</b>	<b>Phase IV: Implementation planning and carrying the plan forward</b>
<b>Timing/Milestones</b>	<b>November – January 2020</b>	<b>January 2020 – February 2021</b>	<b>April – May 2021</b>	<b>July – September 2021</b>
<b>Primary Objectives</b>	<ul style="list-style-type: none"> <li>Identify key questions that require deeper understanding through ongoing engagement</li> <li>Collect need-to-know information on risks and vulnerabilities</li> <li>Understand what is important to the community</li> <li>Build consensus on the goals of the CRP</li> <li>Create lasting relationships with key groups</li> <li>Identify project champions</li> </ul>	<ul style="list-style-type: none"> <li>Generate broad awareness on and off island of the planning process and share information</li> <li>Group visioning</li> <li>Generate shared understanding of risks and vulnerabilities</li> <li>Generate shared understanding of resilience toolkit</li> <li>Co-develop evaluation criteria – what is important that the CRP recommendations achieve</li> <li>Ensure community knows how to stay informed and involved</li> </ul>	<ul style="list-style-type: none"> <li>Generate broad awareness on and off island of plan progress</li> <li>Share preliminary recommendations and alternatives and collect broad community feedback</li> <li>Communicate next steps and the path to implementation</li> <li>Ensure community knows how to stay informed and involved</li> </ul>	<ul style="list-style-type: none"> <li>Generate broad awareness of the plan recommendations and implementation planning process</li> <li>Co-develop implementation pathways with core project owners</li> <li>Designate and empower implementation champions with information to carry plan forward</li> </ul>
<b>Potential Activities to achieve depth of engagement</b>	<ul style="list-style-type: none"> <li>2-day site visit and interviews at key locations</li> <li>1-on-1 or group interviews with key groups, including CRAC</li> <li>Sharing detailed information on planning process and objectives</li> <li>Collecting detailed information on existing conditions</li> </ul>	<ul style="list-style-type: none"> <li>Focus group online discussions with homeowners, youth groups, and other community groups</li> <li>1-on-1 or group interviews with key groups</li> </ul>	<ul style="list-style-type: none"> <li>Focus group online discussions with homeowners, youth groups, and other community groups</li> <li>Pinpointing local community members to be liaisons to their groups</li> </ul>	<ul style="list-style-type: none"> <li>Stewardship program</li> <li>Development of information packets to ensure ownership of individual projects by specific stakeholders</li> </ul>



<p><b>Potential Activities to achieve breadth of engagement</b></p>	<ul style="list-style-type: none"> <li>Public kickoff meeting with CRAC</li> <li>General web survey available to the public</li> <li>Prepare initial website and educational materials, including project flyer</li> <li>Press release issued by Town</li> </ul>	<ul style="list-style-type: none"> <li>1st virtual public workshop open to all</li> <li>Detailed web survey available to the public</li> <li>Community calendar</li> <li>Local TV programming</li> <li>Media campaign</li> <li>Doorhangers, flyers</li> <li>Website</li> <li>Initial trial of Cityshaper app and/or digital engagement features to collect location-specific, experiential information from the public</li> </ul>	<ul style="list-style-type: none"> <li>2nd virtual public workshop open to all</li> <li>Website</li> <li>Doorhangers, flyers</li> <li>Youth media campaign</li> <li>Public installations or other passive features to inform and educate</li> <li>Cityshaper app and/or digital engagement features to collect location-specific, experiential feedback from the public</li> </ul>	<ul style="list-style-type: none"> <li>Partnership with organizations during Climate Change Awareness month (September)</li> <li>Meeting-in-a-bag for local officials</li> </ul>
<p><b>Toolkit Options</b></p>	<ul style="list-style-type: none"> <li>Zoom meetings</li> <li>General web survey</li> <li>Group site visit</li> <li>Educational materials</li> </ul>	<ul style="list-style-type: none"> <li>Zoom meetings/webinars</li> <li>Detailed web survey</li> <li>Social media</li> <li>Press</li> <li>Walking or bike tours</li> <li>Cityshaper app</li> <li>Digital engagement features</li> <li>Website</li> </ul>	<ul style="list-style-type: none"> <li>Zoom meetings/webinars</li> <li>Social media</li> <li>Press</li> <li>Cityshaper app</li> <li>Digital engagement features</li> <li>Website</li> <li>Physical installations</li> <li>Mailers, flyers, and posters</li> </ul>	<ul style="list-style-type: none"> <li>Educational toolkit for homeowners</li> <li>Educational toolkit for educators</li> <li>Educational toolkit for implementation leads</li> </ul>
<p><b>Metrics</b></p>	<ul style="list-style-type: none"> <li>200 individuals informed about the process</li> <li>30-50 individuals deeply engaged in process</li> <li>Participation in engagement activities reflects Nantucket demographics</li> </ul>	<ul style="list-style-type: none"> <li>Majority positive responses to working project hypotheses</li> <li>300 individuals (cumulative) participate in at least one engagement activity</li> <li>2,000 individuals (cumulative) informed about the process</li> <li>50-75 individuals (cumulative) deeply engaged in process</li> <li>Participation in engagement activities reflects Nantucket demographics</li> </ul>	<ul style="list-style-type: none"> <li>Majority positive responses to working project hypotheses</li> <li>500 individuals (cumulative) participate in at least one engagement activity</li> <li>3,500 individuals (cumulative) informed about the process</li> <li>200 individuals (cumulative) deeply engaged in process</li> <li>Participation in engagement activities reflects Nantucket demographics</li> </ul>	<ul style="list-style-type: none"> <li>Majority positive responses to working project hypotheses</li> <li>1,000 individuals (cumulative) participate in at least one engagement activity</li> <li>5,000 individuals (cumulative) informed about the process</li> <li>200 individuals (cumulative) deeply engaged in process</li> <li>Participation in engagement activities reflects Nantucket demographics</li> </ul>

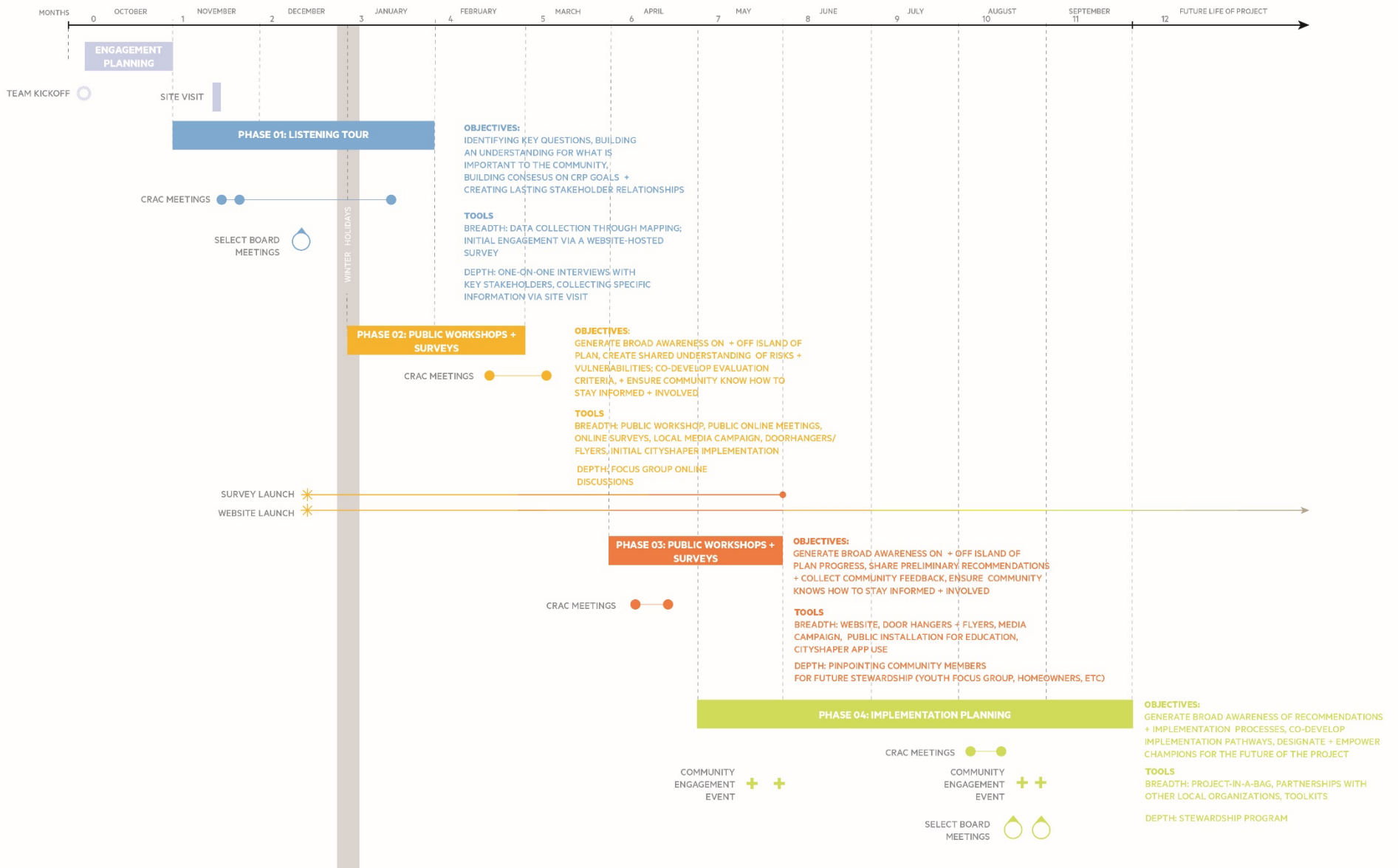


Figure 2 - Detailed Community Engagement Schedule



## Contact Management and Feedback Integration

### **Community Contact Management**

The team will develop a master community tracking database that will be used to track who we are engaging, when, and how, as well as pertinent contact information for follow up and further engagement. These data will be securely stored on a password protected server and not be shared beyond the project team.

### **Community Feedback Documentation**

The Team will develop and maintain a database documenting community feedback secured through all outreach channels, including virtual meetings, workshops and/or focus groups and the website comment submission tool.

### **Community Feedback Integration**

Based on the documentation, the project team will develop internal channels to ensure input is summarized and provided to relevant team members in the process of hypothesis and plan development. Plan recommendations be refined through multiple lenses, including technical feasibility, effectiveness, and community buy-in. Where consensus cannot be reached on a particular alternative, this will be identified and reported transparently.

### **Communication of Community Feedback**

The team will develop a series of “What We Heard” report outs at the conclusion of each engagement phase. These reports will be provided to the Town and posted on the project website.

## Key Meetings and Events

Community engagement for this project will include a combination of project specific events and workshops, project updates during Town-led public meetings, and community group-specific interviews. We are hosting all events digitally until further notice to adhere to public health guidelines during the COVID-19 pandemic.

### **Interviews, Focus Groups, and Site Visits**

Interviews with core community groups, including Town staff, property owners, regulators, and environmental and resilience advocates, will be essential in developing a shared understanding of each group’s priorities and in cultivating champions for long-term implementation. We will conduct interviews throughout the project; however, they will be particularly integral to Phase 1 of the process as we develop initial project hypotheses which will set the trajectory of the succeeding phases. We will hold multiple interviews on different topics with the same individuals, including the implementation and regulation focus group and other focus groups which may be identified, over the course of the four phases of the project. As appropriate, we will combine interviews with site visits to allow for detailed discussion on specific vulnerabilities, challenges, or opportunities of concern to the community.

### **CRAC Meetings**

As the citizen steering committee for the project that will be integral in steering the project’s direction and ensuring broad alignment with the Town’s coastal resilience goals and objectives – as well as serving as the primary Town body leading the implementation of the CRP – the Coastal Resilience Advisory Committee (CRAC) will play a central role throughout all four phases of the engagement process. As such, we will provide quarterly updates to the CRAC members during scheduled meetings which will also be open to the public. These meetings will include a combination of project updates, report-outs on preliminary findings and draft recommendations, and participatory workshops.





### **Select Board Meetings**

We will provide two project updates to the Town of Nantucket's five member Select Board over the course of the project during scheduled meetings, which will also be open to the public. These meetings will be critical stepping stones to inform and seek input from the executive elected officials of the Town, to inform the general public about the progress of the project, and to establish and communicate the critical role the Select Board must play in leading the CRP implementation process.

### **Public Workshops and Meetings**

We will hold two major, virtual public workshops over the course of the project. The first will occur roughly a quarter of the way through the project as part of Phase 2, and the other will occur approximately three-quarters of the way through the project as part of Phase 3. The purpose of these convenings is manifold and will evolve over the course of the project, as may the specific choice of activities. Through these public workshops, we hope to provide a platform for members of the community to freely share and gather information, jointly develop evaluation criteria, risk assessments, and solutions, and cultivate collective support for the project to engender long-term implementation.

### **Working Group Meetings**

A series of working group meetings will focus on specific technical questions related to regulation and implementation. The objective of these meetings is to hold targeted conversations about more complex questions about the project and implementation, such as how solutions can be carried forward through design, permitting, and construction, and how to facilitate coordination between local, state, and federal authorities.



## Engagement Toolkit

The following are a combination of digital and in-person outreach strategies that we are using to reach and engage multiple community and stakeholder groups. Some are simply outreach strategies—ways to get information out about the project and how to get involved/engaged. Others provide tangible opportunities for input and involvement much like the meetings and events described above.

### **Town Website**

Leveraging the Town website will play a critical role in educating and engaging the community. We will use the website to provide community members and other stakeholders with resources to learn more about the project background and timeline as well as the climate risks Nantucket faces. We will explore the use of interactive features, such as surveys, forums, and maps that people can use provide to feedback that helps shape the planning process.

### **Social Media**

Social media platforms, such as Instagram and Facebook, help to engage with a broad range of community members and stakeholders and notify them of key project events and milestones.

### **Surveys**

Publicly distributed surveys – both high-level, general surveys and more detailed, topic-specific surveys – can be a highly effective means of aggregating feedback across various community groups, identifying key community priorities, and ground-truthing our assumptions and hypotheses.

### **Cityshaper App**

In collaboration with Irys, Arcadis developed an app called [Cityshaper](#) for the purpose of facilitating two-way engagement for planning, policy, and design decision-making. We can leverage the Cityshaper app to collect feedback or inform about the planning process, push surveys, allow people to sign up for event notifications, and can be linked to social media, the Town website, and other digital resources.

### **Digital Interactive Features**

We can use a variety of digital interactive features, whether through the Town website, a dedicated webpage, or other app, to get people engaged, collect targeted and spatialized feedback, and educate people about the need for the project and the potential opportunities which the project presents. Such features range from interactive mapping features (such as Google Earth live interactive mapping, WikiMapping, PlaceSpeak, and other live mapping tools), to collaborative ideas walls (such as Miro Boards), live forums, and survey tools with analytics.

### **Educational Materials**

We will develop educational materials about the science behind Nantucket's vulnerability to climate change and the need for the project that can be posted to the Town website, integrated into various digital features, and used to supplement physical installations and other tools. Such materials will be critical to building a broad coalition grounded in a common purpose upon which to build deeper, more collaborative engagement processes with the community. Educational materials must be accessible to people with varying levels of digital and technical literacy and should accommodate multiple languages as needed, including Spanish, Portuguese, and Bulgarian.



### **Physical Installations**

We will explore the possibility of using physical installations, such as storefront pop-ups, murals, and pop-up art installations, throughout Nantucket as site-targeted outreach strategies. Such installations must conform with all COVID-19 safety protocols and are an important way to expand engagement beyond digital and online engagement.

### **Mailers, Flyers, and Posters**

We will explore distributing print materials to engage different groups and notify the community of key project-related events. We will send out mailers to residents (voting and non-voting) and businesses across Nantucket while giving flyers and posters to businesses and institutions to post on their windows or inside storefronts.

### **Other Media**

Media relations and press opportunities will increase project awareness and notify community members of key events and milestones, including via newspapers, radio, TV, and YouTube.

### **Meeting in a Bag**

The “Meeting in a Bag” tool will equip island-based individuals and groups to organization informal conversations about the CRP process without Town or consultant team representatives present and report the outcomes and input back to the project team.