

February  
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# MetroWest Climate Equity Project

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MWRC Project Share



# What comes to mind for you when you hear the phase *Climate Equity*?

Please feel free to share or provide comment in chat







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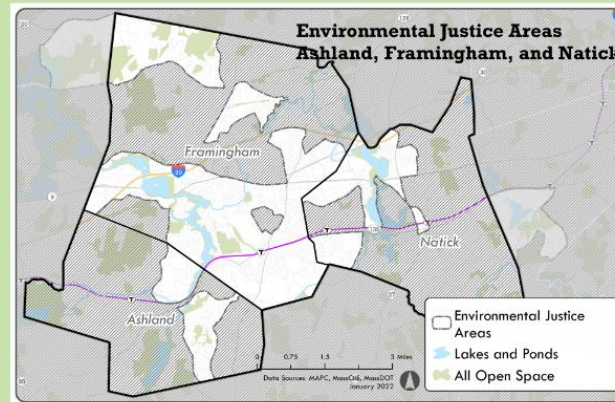
## MetroWest Climate Equity Project

The Towns of Ashland and Natick and the City of Framingham have partnered on a project focused on the intersection of climate change and equity, called *The MetroWest Climate Equity Project*.

The project began in Fall 2021 with three goals:

1. **Build lasting relationships with Metro West Environmental Justice (EJ) communities** that will facilitate long-term engagement on climate change resilience and action
2. **Learn from the community about how they experience climate change** and what their climate priorities are and update local plans, direct funding, and seed projects to reflect findings.
3. **Increase city and town staff's knowledge of climate equity** through training and improve their capacity to support and engage Environmental Justice communities

Support for the first phase of this project came from the [Municipal Vulnerability Preparedness \(MVP\) program](#), which "provides support for Massachusetts cities and towns to begin the process of planning for climate change resiliency and implementing priority projects."



Map of EJ neighborhoods in Ashland, Natick, and Framingham. EJ neighborhoods are more likely to be home to Black, Indigenous, and People of Color (BIPOC); lower-income households; and people who are non-native English speakers.

## Content

Most, if not all, information and materials shared today is available at <https://www.mapc.org/resource-library/metro-west-climate-equity/>



A scenic landscape photograph of a mountain valley. In the foreground, a calm lake reflects the surrounding scenery. The middle ground features a dense forest of evergreen trees, with patches of bright yellow wildflowers or shrubs scattered throughout. In the background, rugged mountains with snow-dusted peaks rise against a clear blue sky. The overall scene is peaceful and natural.

# Process/Structure

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Starting up and working Community Liaisons



# Contributions

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## Emergency Communications

Worked with groups of Community Climate Liaisons on two rounds of emergency communications materials and community dissemination

Summer and Winter



# Additional Impact

Additional outcomes that are directly the result of liaison work or where liaison work has contributed to local action.



## BUILDING SPLASH PADS TO KEEP COOL

Framingham began constructing two parks with splash pads and planned additional splash or spray pads for existing parks.



## INNOVATING ON CLIMATE EMERGENCY OUTREACH

MWCEP guided towns and cities in revamping their websites for clear display of emergency planning info and translation options.

MWCEP pioneered the delivery of climate emergency materials through mail and online channels.

Framingham created a Portuguese-language WhatsApp group to provide resources and information to residents.



## ADVANCING AFFORDABLE CLEAN ENERGY PROJECTS

Framingham made progress on a project to bring cleaner heating and cooling to a diverse, low-income neighborhood with public housing through geothermal energy.



## BUILDING CAPACITY FOR TRANSPORTATION IMPROVEMENTS

Natick applied for funding to develop a bike and pedestrian plan, incorporating a liaison model in their process.

## BUILDING PLACES FOR PEOPLE TO BIKE AND WALK SAFELY

Framingham purchased property to expand the Bruce Freeman Trail and is working to buy another that will be the site of a future trail.



# Reflection

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What, if anything, is sticking with you about the information and impact shared from using a Community Liaison model?

What additional detail(s) would help clarify information shared so far about using a Community Liaison model?





# Additional Examples

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## Municipal

- Cambridge Community Corps (C3)
- Community Ambassadors (Revere)
- Climate Action Plan (Framingham)
- Resident Ambassadors (Watertown)

## State and Other Organizations

- Municipal Vulnerability Preparedness 2.0 (EOEEA; e.g., Ashland)
- Community Ambassadors Program (Office of Economic Empowerment; statewide)
- Healthy Neighborhood Study (9 city and town locations)



# Additional Work Underway

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## Continuing Work

- Older Adult Climate Corps
  - Focus liaison model to work with older adults using DEI lens in formation of the group and to guide work (Framingham, Ashland, Natick)
- **Co-Identifying Additional Action on other Identified Priorities**
  - Energy Efficiency and Clean Energy, Transit and Mobility, Clean and Accessible Bodies of Water
- **Additional Summer Climate Emergency Communications**

*Thank you MWRC for your support !!!*







# THANK YOU!

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Barry Keppard

*(and on behalf of Sharon Ron, Claire Hoffman,  
municipal Sustainability lead staff, and Liaisons)*

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[https://www.mapc.org/resource-  
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