

Greener Gov – Public Engagement (PE) - Systems Project Team

Meeting notes – Sept. 23, 2019

Participants: Rose, Rob, Jacquie, Keith, Lindy, Sarah, Eileen, Shirin

Not available: Chris, Lee, Jacquie

Topics Discussed:

1. Stakeholder Mapping

- a. Top Priority!
- b. Will change over time – see Rose’s preliminary list, emailed on 9/11/19; revised today
- c. Internal: all Agency Commissioners
- d. External: building management companies (e.g., Konover), parking garage management, others

Actions needed:

- **All members** will identify additional stakeholders, relevance, and their associated media for communication, and **send to Eileen this week**. (e.g., NOFA; growth and viability of CT organic agriculture, food and land care; <https://ctnofa.org/>)
- **Eileen** will compile and share as a Stakeholder Directory for **Jacquie** to share at Oct 4 SSO meeting; will grow over time.
- **Lindy** offered to contact Dept. of Agriculture to gain their partnership, check on existing internal listerv or monthly newsletter to which **PE** could send updates

2. Communication with Stakeholders

Infographic could be a set of 3 concentric circles (*not a Venn diagram*)

- a. outer circle: broad messaging to Everybody
- b. middle circle: more targeted messaging to CT state employees
- c. inner circle: specific targeted messaging to SSO and EO1 participants

Blog on website: priority

Social media: very labor intensive; not a priority

Press Releases:

- a. BIG news items, 1 or 2 per year maximum
- b. Process: Rose drafts -> DEEP administration reviews/edits -> Governor’s office/reviews/edits, then releases via usual media outlets

Q: How to integrate small “wins” into larger messages?

A: Piggyback onto existing monthly newsletters, listervs and other media (*see Action step above under #1*)

Members looked at **Rose’s “timeline”** – liked it for internal reference, suggested a simplified 2 or 3-point timeline for external/public messaging

CT Public Health Association Annual Conference: 2019 is too soon, green light from DEEP and OPM for 2020

Action steps:

- **Rose** will simplify Timeline and send to group for feedback this week
- **Rose** will work to develop Blog

3. Steering Committee

Action needed: Eileen will draft **template** today, send to subcommittee members for edits, Rose will make it visually appealing 😊

4. Toolkit *Long-term goal*

Provide resource links, sticker/plaque reminders, and other items and ideas for increasing awareness, changing behaviors, achieving reductions in waste and GHGs and promoting Sustainability. E.g., sticker near light switch – *Please turn off lights and screens before you leave*; “Top 10 ways to reduce waste”, etc.

5. Composting Promotion as an example of Waste reduction

Suggestions included:

- I. post “benefits of Composting” **info posters** in 450 Columbus Plaza, other State offices to enhance knowledge and personal relevance of staff and visitors
- II. develop “benefits of composting/waste reduction strategies” infograms for emailing to Commissioners, all state employees
- III. develop signs for Cafeteria waste disposal locations indicating what items to discard in each type of collection container
- IV. request that building Maintenance staff/contractors be trained to use green compost buckets and recycle bins as well as trash bins for bi-weekly refrigerator clean-outs
 - consider Competition: ask for data on pounds per agency per staff person and celebrate top composters
- V. request that the Waste Reduction Subcommittee specifically include Composting in their metrics, assist in developing Top 10 fact sheets and display board content

NEXT MEETING: Friday, October 25 from 1:30 – 3 PM at Office of Early Childhood, Room tbd

Eileen is not available that morning;

Decision needed: send Doodle Poll for alternate date/time, or move to 10/25 Outlook invitation