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DATE: November 12th, 2024
TO: Brunswick Residents, Committees, Town Staff, Local Businesses & Organizations
FROM: Ashley Charleson, Environmental Planner
SUBJECT: Full Draft CAP Ready for Public Viewing

To Whom it may Concern,

A full draft of the Climate Action Plan (CAP) is available online for public viewing and comment; prior to bringing it to Town Council for consideration of adoption, we want to hear from you! It is our goal to collect community feedback that is as supportive as it is critical of the current draft Plan, as we recognize the value and importance of a well-rounded perspective. Honest, constructive feedback is a vital part of this plan's developmental process, ensuring it is both representative of our community's morals and values, as well as actively mindful of its struggles and concerns. We invite those in our community committed to the betterment of Brunswick to continue sharing your thoughts, be they words of encouragement or concern, well-intended suggestions, or caveats to consider. We encourage constructive criticism and productive engagement, and any input received, be it in support or opposition, will remain 100% anonymous. **See below for information on where to access draft materials, deadlines, instructions for input, upcoming outreach events, next steps, & more.** For all questions, email the Town Environmental Planner (aCharleson@brunswickme.org).

Timeline to Adoption

- **(Nov-1)** A full draft of the Climate Action Plan will be available for public input starting Nov-1
- **(Nov-5)** Final survey opens with intent to collect community feedback on draft plan materials (see below for instructions & links)
- **(Dec-5)** Final public survey closes / deadline for public comment on draft plan materials | Summary of input collected begins
- **(Dec 16)** Town Council Meeting to Consider CAP Adoption | Presentation from CATF & Town Staff.

Where to View Draft Plan Materials

- **(Online)** Draft Plan materials are available below - click the link to open each PDF (or visit the [Town](#) or [CAP](#) websites). For an overview of most important aspects of the Plan, we suggest reviewing the "Executive Summary" and the "Implementation Matrix"
 - Executive Summary ([read the report](#))
 - Implementation Matrix ([read the report](#))
 - Full Draft CAP ([read the report](#))
 - Greenhouse Gas Inventory ([read the report](#))
 - Vulnerability Assessment ([read the report](#))
- **(Print)** 2x hard copies are available at Curtis Memorial Library (see help desk for in-library use/check out), and in the Planning & Development Office in Town Hall (see Planning Admin for availability & in-office use)

Share Your Thoughts on the Draft Plan (Survey Deadline – December 5th, 2024 by 11:59pm)

We welcome those who live, work, go to school, or utilize social services in town to review the draft Plan and provide comment.

Submit Feedback via Survey:

- Participants are limited to one of each survey per person
- See pg 2 of this memo for survey links, instructions, and other important details concerning both surveys

To Provide Feedback In-Person, View the List of Currently Scheduled Events Below:

- **(11/4 to 11/25)** Climate Action Office Hours w/ the Environmental Planner | M-W-F, 12-2pm, Rm 217 in Town Hall ([details](#))
- **(11/25)** Public Forum | Nov 25th, 5-7pm at Curtis Memorial Library in the Morrell Meeting Room ([details](#))
- For up-to-date list of scheduled events/details, see [Monthly Calendar](#) or [Climate Action page](#) on the Town of Brunswick website

Please don't hesitate to reach out if you have any questions!

Sincerely,

Ashley Charleson

Environmental Planner, Town of Brunswick

aCharleson@brunswickme.org | (207) 721-4025

Draft Brunswick Climate Action Plan | Final Community Survey (Instructions)

All survey input is due Thursday, December 5th, 2024, by 11:59pm | only one of each survey response per person is allowed. For all questions, please contact the Town Environmental Planner (acharleson@brunswickme.org). The Final Community Survey is broken down into two parts (i.e., the “Main” survey and the optional “bonus” survey). See below for details concerning access & instructions.

(“Main”) Final Community Survey :

- **Survey Consists Of:**
 - (Section 1) Intake & Demographics
 - (Section 2) General Comments on Draft Materials
 - (Section 3) Review of Individual Strategies (*optional*)
- **Purpose:** This main survey is for people interested in providing
 - General comments on the CAP, GHG Inventory, or Vulnerability Assessment
 - General notes concerning implementation (with occasional reference to specific actions, strategies), and
 - Indication of preference of all strategies included in the CAP with ability to provide comment (*optional*)
- **Estimated Time To Complete:** 5-15 minutes (*5 min if only answering multiple choice*)
- **Survey Link:** [click here](#)

“Main” Survey QR Code
Scan to head directly to survey



(“Bonus”) Final Community Survey :

- **Survey Consists Of:** 198x multiple choice RE: support for actions in the plan (*ranging from strongly “agree” to “disagree”*)
- **Purpose:** This section offers the opportunity to review actions in the draft Plan by indicating level of support for their inclusion;
- **Estimated Time To Complete:** depending on how familiar you are with plan materials, and whether you wish to review strategies/actions within each sector, this section could take anywhere from **10 min** (if reviewing some actions w. little/no additional comment) **to 45 min** (if reviewing ALL actions and providing extensive comment). **You are not required to answer all 198 questions in order to submit your survey responses and may jump around to review those of your choosing;** you are free to exit the survey at any time and can do so by scrolling to the end & hit the final submission button.
- **Survey Link:** [click here](#)

“Bonus” Survey QR Code
Scan to head directly to survey



Some Important Notes Before Getting Started :

- **Order** - Please take the “Main” survey before proceeding to the “Bonus” survey
- **Saving Progress** - While the survey window is open, participants answers will automatically be saved (allowing you to go back and forth as needed); should you exit the survey window prior to submitting, your progress will not be saved. If you wish to opt out, you may do so at any time by scrolling to the bottom of the survey and hitting "submit." Any feedback you provide, no matter how brief, is of value to us.
- **Have Reference Materials On Hand** - It is strongly recommended to have plan materials handy for reference while completing either survey (i.e., open in another internet tab, downloaded as a pdf, or printed in front of you, to refer to as needed). To find materials online, head to the Town of Brunswick website (do so by opening another tab to avoid losing survey progress); on the Town homepage, select "Town Services" at top of page and click "Sustainability," followed by "Climate Action Plan" on the left side of your screen (or follow the links above).
- **Types of Feedback We're Looking For**
 - **(positive)** Detail or comments highlighting aspects of the plan you support, perceived benefits, alignment with other Town priorities, initiatives, committee work, public demand, etc. (*reference to specific actions/strategies welcome*)
 - **(neutral)** caveats that would improve effectiveness of an action or strategy when initiating; minor suggested changes/additions to “implementation considerations” (see appendix D) that would increase support, ease concerns, or answer questions to secure further support.
 - **(negative)** detail concerning major opposition, perceived hurdles or issues concerning actions/strategies included.