



City of Framingham Climate Action Plan



Climate Conversation Toolkit

FRAMINGHAM
Sustainability



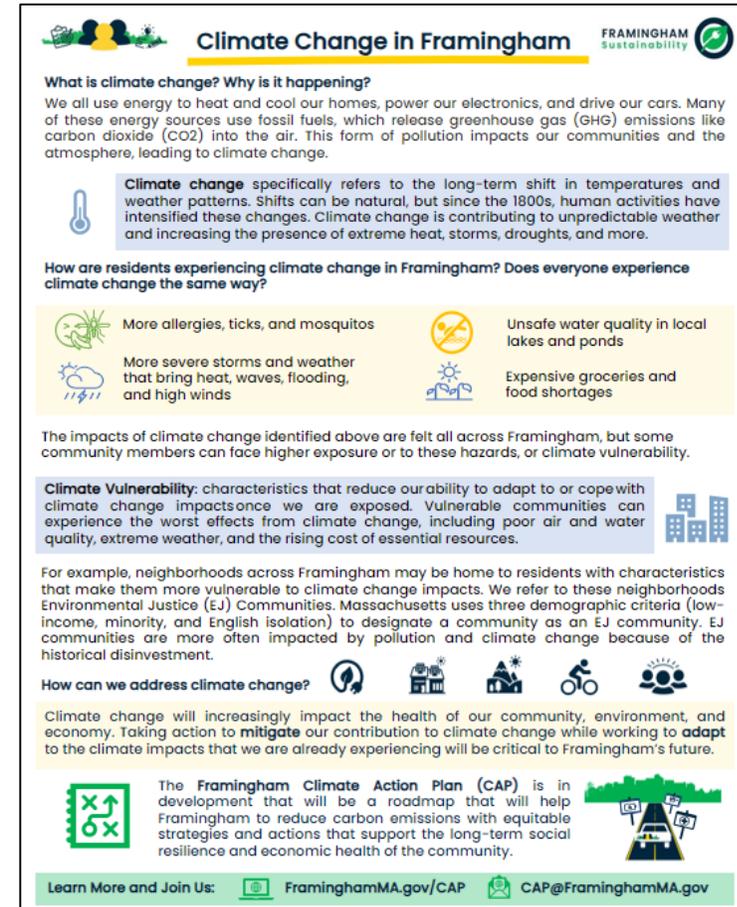
FRAMINGHAM
MASSACHUSETTS



10-11-23

Climate Change in Framingham

Climate change is a global challenge but creates different impacts in different places. In Framingham, residents are concerned about more severe storms, unsafe water quality, expensive groceries, more allergies, and other impacts. Before launching into the tools in this toolkit, read this [fact sheet](#) to learn more about climate impacts and their relevance to Framingham residents.



Climate Change in Framingham FRAMINGHAM Sustainability

What is climate change? Why is it happening?
We all use energy to heat and cool our homes, power our electronics, and drive our cars. Many of these energy sources use fossil fuels, which release greenhouse gas (GHG) emissions like carbon dioxide (CO₂) into the air. This form of pollution impacts our communities and the atmosphere, leading to climate change.

Climate change specifically refers to the long-term shift in temperatures and weather patterns. Shifts can be natural, but since the 1800s, human activities have intensified these changes. Climate change is contributing to unpredictable weather and increasing the presence of extreme heat, storms, droughts, and more.

How are residents experiencing climate change in Framingham? Does everyone experience climate change the same way?

- More allergies, ticks, and mosquitos
- Unsafe water quality in local lakes and ponds
- More severe storms and weather that bring heat, waves, flooding, and high winds
- Expensive groceries and food shortages

The impacts of climate change identified above are felt all across Framingham, but some community members can face higher exposure or to these hazards, or climate vulnerability.

Climate Vulnerability: characteristics that reduce our ability to adapt to or cope with climate change impacts once we are exposed. Vulnerable communities can experience the worst effects from climate change, including poor air and water quality, extreme weather, and the rising cost of essential resources.

For example, neighborhoods across Framingham may be home to residents with characteristics that make them more vulnerable to climate change impacts. We refer to these neighborhoods Environmental Justice (EJ) Communities. Massachusetts uses three demographic criteria (low-income, minority, and English isolation) to designate a community as an EJ community. EJ communities are more often impacted by pollution and climate change because of the historical disinvestment.

How can we address climate change?

Climate change will increasingly impact the health of our community, environment, and economy. Taking action to **mitigate** our contribution to climate change while working to **adapt** to the climate impacts that we are already experiencing will be critical to Framingham's future.

The **Framingham Climate Action Plan (CAP)** is in development that will be a roadmap that will help Framingham to reduce carbon emissions with equitable strategies and actions that support the long-term social resilience and economic health of the community.

Learn More and Join Us: FraminghamMA.gov/CAP CAP@FraminghamMA.gov



Framingham is developing a Climate Action Plan!

The Climate Action Plan (CAP) will be a roadmap for Framingham to reduce carbon emissions and increase community resilience to climate impacts including flooding, extreme heat, drought, and extreme storms.

Through an equitable engagement process, the CAP aims to center the priorities those that are most vulnerable to climate impacts and develop actionable strategies that will ensure the benefits of climate action are experienced by all community members. Reaching all corners of the community can be a challenge!



We need your help to gather community input and feedback!



Climate Conversation Toolkit Overview

Meaningful discussions on climate change are critical to informing the goals, strategies, and actions that will go into the CAP. You can help us by talking with your friends, family, neighbors, and colleagues about climate change and sharing with us what you hear back. **Climate change can be a difficult and complex topic to discuss, so this toolkit has been prepared to help you have these important discussions and be able to provide input that will shape our planning efforts.**

Key Points



- Use the guidance and resources in this toolkit to talk with community members about the CAP and how we can make our community more sustainable and resilient.
- Help us collect feedback that will shape the strategies and actions that will make up the CAP.
- All resources are translated into Spanish, Portuguese, and Haitian Creole.



Climate Conversation Toolkit Resources



1. Climate Conversation Guide
2. Climate Priorities Survey
3. Community Visioning Survey
4. Community Mapping Tool
5. Social Media Graphics
6. CAP Postcard
7. CAP Summary Slides
8. CAP Poster
9. Event Feedback Form

There are a range of methods and formats for gathering community members' input. You may feel more comfortable in a 1:1 conversation or would prefer to talk in a small group of people you know.

Whatever the case is, the tools are designed to be flexible and adaptable to how you would like to have a discussion.



Using the Climate Conversation Toolkit

Descriptions and links to each of the tools can be found after this page.

Look out for the icons shown below at the top-right corner of the page. Each icon will give you an idea of how you could use that resource in a discussion or event.



Best suited for a 1:1 conversation



Useful when you want to provide a way for people to stay connected to the CAP process after your discussion



Best for small group conversations



Best for understanding community members' concerns and challenges



Useful for providing background on the CAP and climate change



Best for understanding community members' ideas for solutions and actions



1. Climate Conversation Guide



 **Link: Guide** (currently available in English)

 **Description:**
Ideas for questions you can use when talking to people about climate change.

 **How to Use:**
Use these questions to lead small group conversations or one on one conversations.



Climate Conversation Guide

FRAMINGHAM Sustainability

These questions can help guide a conversation about climate impacts and solutions. Be sure to allow space for open ended answers and confirm with others that you can share what is discussed.

Please record a summary (including direct quotes if possible) of your conversation and fill out this [short questionnaire](#) to share with the Framingham Climate Action Planning Team. Reach out with any questions: CAP@FraminghamMA.gov.

Questions about Climate Impacts

- What are the possible weather-related emergencies you and your family might face in your community/neighborhood?
- What, if any, climate change impacts have you experienced already? (*examples: power outages, flooding in home or on my street, extremely cold or extremely hot temperatures at home, work, or school, feeling unwell (due to breathing issues, very hot days, allergies), unable to get to work or to do my job (due to a weather-related event)*)
- Over the past several winters and summers, have you left your home in search of places to get warm or to cool off?
- Is there a specific climate-related event that comes to mind for you or that you feel increased your awareness of climate change?
- What do you feel are the top three environmental issues your neighborhood is facing?

Questions about Climate Solutions

- What, if any, actions have you taken to prepare for extreme weather, including storms, flooding, and power outages?
- What resources or support do you need to help you and your neighbors stay healthy and strong in the face of climate change?
- Are there specific strategies that Framingham should be adopting to improve local sustainability and reduce greenhouse gas emissions?
- Are there improvements that could be made to make it easier for you to reduce vehicle travel in favor of biking or walking?
- Have you considered any energy efficiency improvements for your home that you plan on moving forward with or would like to but need financial or technical assistance to do so?
- Have you adopted clean energy technologies like solar PV or heat pumps? If so, how could the City best provide support in simplifying this process?
- What does a sustainable Framingham look like to you in 25 years? What types of climate actions do you believe Framingham needs to accomplish to achieve that vision?

Learn More and Join Us: [FraminghamMA.gov/CAP](https://www.FraminghamMA.gov/CAP) CAP@FraminghamMA.gov



2. Climate Priorities Survey



 **Link: [Survey](#)** (Includes option to take survey in Spanish, Portuguese, or Haitian Creole)



Description:

A comprehensive survey that helps gather information about people's concerns about climate change and priorities for action.



How to Use:

This survey can be done on a computer and cell phone and could be a great activity to do collaboratively with others. Talking through survey questions with others may help start some important discussions that are more in-depth than the survey.

In Framingham, what are the top three (3) environmental issues you and/or your neighborhood are facing?

Severe Flooding <input type="checkbox"/>	Air Quality (Indoor or Outdoor) <input type="checkbox"/>
Extreme Heat <input type="checkbox"/>	Access to Parks or Green Spaces <input type="checkbox"/>
Extreme Wind Events <input type="checkbox"/>	Water Quality <input type="checkbox"/>
Drought <input type="checkbox"/>	Extreme Cold <input type="checkbox"/>
Other (write below): <input type="checkbox"/>	
<input type="text"/>	

12:29

**City of Framingham
Climate Action Plan:
Climate Priorities
Survey**



The City of Framingham is developing a **Climate Action Plan (CAP)** that will help Framingham to adapt to the impacts of a changing climate and reduce our greenhouse gas emissions to slow climate change. This process is supported by [the City's adoption of a target to bring net City-wide carbon emissions to zero no later than the year 2050.](#)

We want to identify equitable strategies and actions that support the long-term health and resilience of our community and



3. Community Visioning Survey



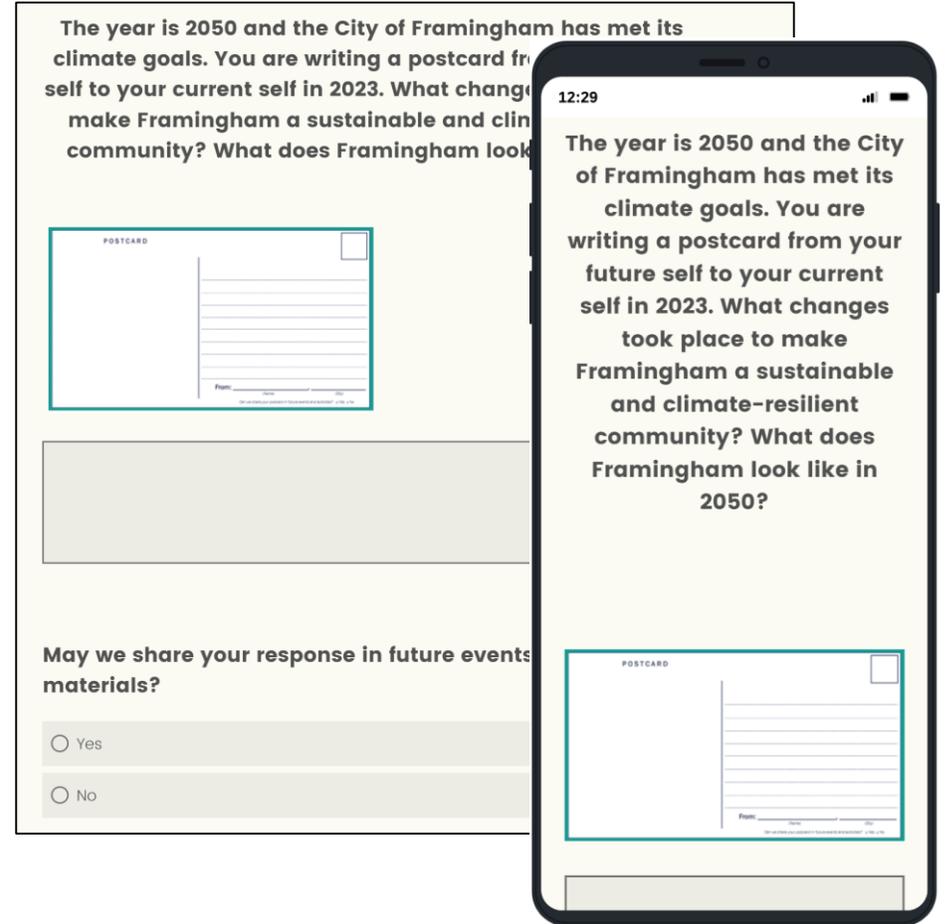
 **Link: [Survey](#)** (Includes option to take survey in Spanish, Portuguese, or Haitian Creole)

 **Description:**

A simple, quick and forward-looking survey that helps you brainstorm what you think a more sustainable and climate resilient Framingham looks like in 2025. In addition to being available online, the survey can be printed in postcard format.

 **How to Use:**

Can be used as an introduction to a discussion to help envision what Framingham could look like in the future, with emphasis on the climate challenges that will need to be addressed and potential solutions that we could adopt to reduce emissions and/or be more resilient.



The year is 2050 and the City of Framingham has met its climate goals. You are writing a postcard from your future self to your current self in 2023. What changes took place to make Framingham a sustainable and climate-resilient community? What does Framingham look like in 2050?

POSTCARD

From: _____

May we share your response in future events materials?

Yes

No

12:29

The year is 2050 and the City of Framingham has met its climate goals. You are writing a postcard from your future self to your current self in 2023. What changes took place to make Framingham a sustainable and climate-resilient community? What does Framingham look like in 2050?

POSTCARD

From: _____



4. Community Mapping Tool



Link: [Map](#)



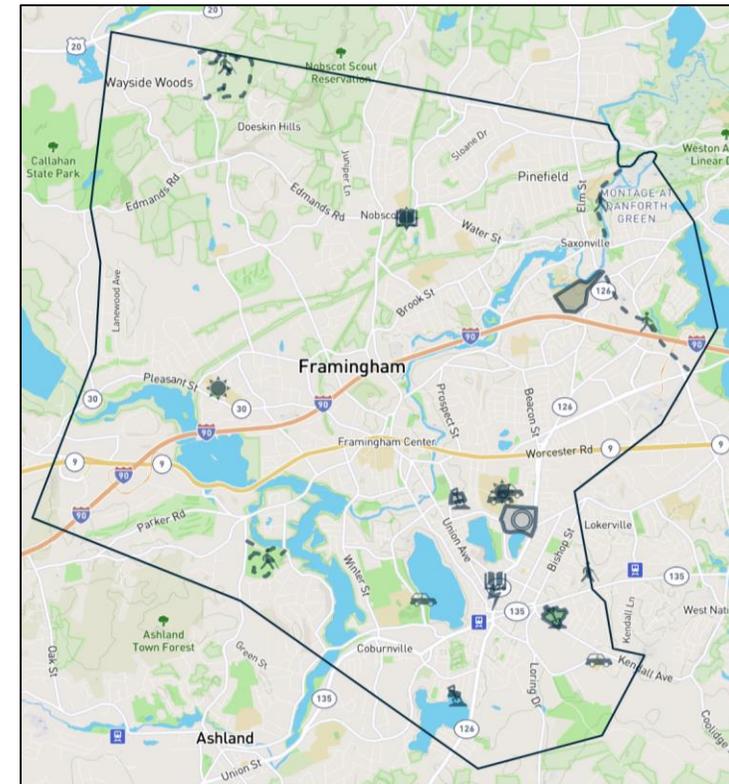
Description:

Some climate risks or opportunities are very specific to a place. This interactive map (accessible on computer and mobile) can help people share climate action plan ideas or highlights for specific areas of Framingham. Simply drag-and-drop points on the map to add relevant ideas and comments.



How to Use:

Some people are more responsive to visuals so this can be a great tool to identify areas for concern as well as potential opportunities to reduce emissions or improve local resilience. Check the map for specific usage instructions.



5. Social Media Graphics



Link:

[CAP Priorities Survey – English, Spanish, Portuguese, and Haitian Creole.](#)

[CAP Map – English, Spanish, Portuguese, and Haitian Creole.](#)



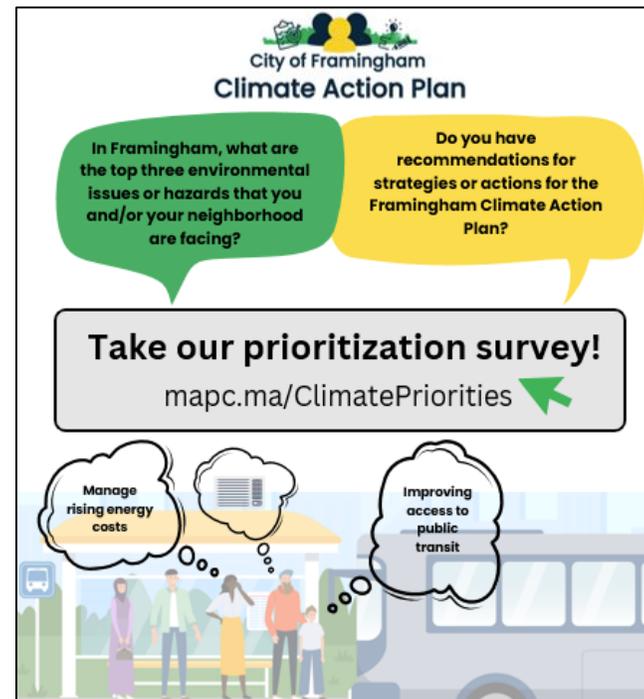
Description:

Social media graphics with "call to actions" like "take a survey" or "add to the mapping tool" can help spread the word about the Climate Action Plan.



How to Use:

Post on your own personal social media accounts or share in relevant public Instagram or Facebook groups.



6. CAP Postcard



 **Link: Postcard** (Available in English, Spanish, Portuguese, and Haitian Creole)

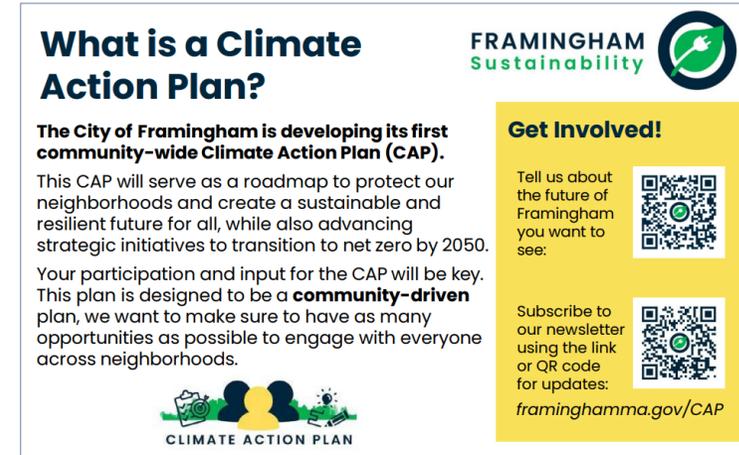
Description:

To provide high-level summary of the CAP and refer community members to the Framingham CAP website for more information. The focus area descriptions can also be helpful for talking about strategies and actions for the CAP.



How to Use:

You can share the postcard with others you are talking with to provide them with an overview of some basics. You can also give to people after a discussion is over so that they can stay connected with the CAP process.



What is a Climate Action Plan?

FRAMINGHAM Sustainability 

The City of Framingham is developing its first community-wide Climate Action Plan (CAP).

This CAP will serve as a roadmap to protect our neighborhoods and create a sustainable and resilient future for all, while also advancing strategic initiatives to transition to net zero by 2050.

Your participation and input for the CAP will be key. This plan is designed to be a **community-driven** plan, we want to make sure to have as many opportunities as possible to engage with everyone across neighborhoods.

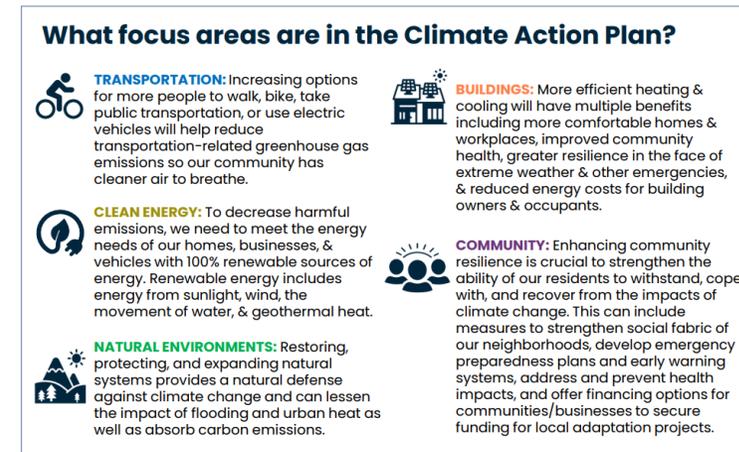
Get Involved!

Tell us about the future of Framingham you want to see: 

Subscribe to our newsletter using the link or QR code for updates: 

framinghamma.gov/CAP

 CLIMATE ACTION PLAN



What focus areas are in the Climate Action Plan?

 **TRANSPORTATION:** Increasing options for more people to walk, bike, take public transportation, or use electric vehicles will help reduce transportation-related greenhouse gas emissions so our community has cleaner air to breathe.

 **BUILDINGS:** More efficient heating & cooling will have multiple benefits including more comfortable homes & workplaces, improved community health, greater resilience in the face of extreme weather & other emergencies, & reduced energy costs for building owners & occupants.

 **CLEAN ENERGY:** To decrease harmful emissions, we need to meet the energy needs of our homes, businesses, & vehicles with 100% renewable sources of energy. Renewable energy includes energy from sunlight, wind, the movement of water, & geothermal heat.

 **COMMUNITY:** Enhancing community resilience is crucial to strengthen the ability of our residents to withstand, cope with, and recover from the impacts of climate change. This can include measures to strengthen social fabric of our neighborhoods, develop emergency preparedness plans and early warning systems, address and prevent health impacts, and offer financing options for communities/businesses to secure funding for local adaptation projects.

 **NATURAL ENVIRONMENTS:** Restoring, protecting, and expanding natural systems provides a natural defense against climate change and can lessen the impact of flooding and urban heat as well as absorb carbon emissions.



7. CAP Summary Slides



 **Link:** [Slides](#)

 **Description:**

To provide background on climate change and the CAP process.

 **How to Use:**

These slides can be helpful to prepare for a discussion or even provide others with a background climate change and the CAP.

Climate Change and Framingham

Climate change is already having significant impacts and can contribute to:



More severe s
and weather
bring heat w
flooding, and
winds



Plan Focus Areas

Strategies and actions for the plan will be developed through 5 categories:



COMMUNITY
RESILIENCE



ENERGY



MOBILITY



ENVIRONMENT



BUILDINGS &
INFRASTRUCTURE



8. CAP Poster

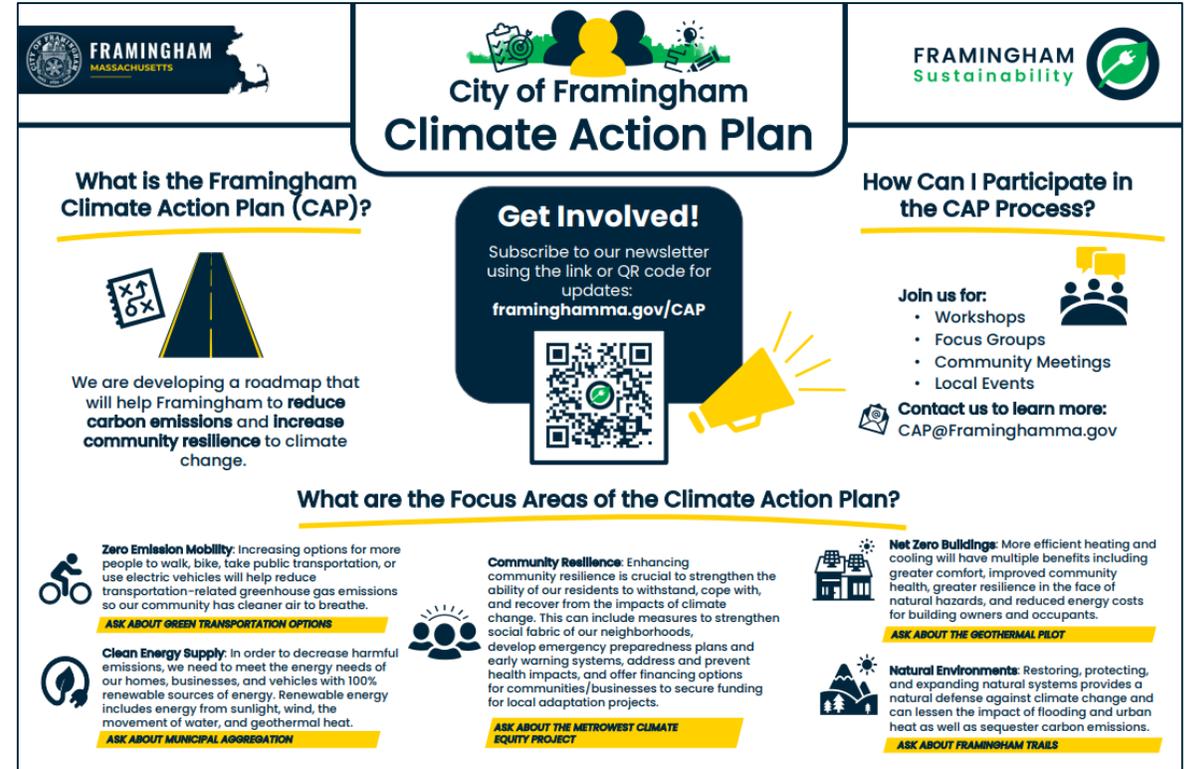


 [Link: Poster](#)

 **Description:** a large poster that features the CAP focus areas as well as information on how community members can contribute to the plan.

How to Use:

If hosting a larger discussion with many attendees, the poster can be a useful backdrop to the discussion. If there are challenges with printing, the poster can be shown on a TV screen or monitor.



The poster is titled "City of Framingham Climate Action Plan" and is divided into several sections. At the top left is the Framingham Massachusetts logo. At the top right is the Framingham Sustainability logo. The main title "City of Framingham Climate Action Plan" is centered at the top. Below the title, there are three main sections: "What is the Framingham Climate Action Plan (CAP)?", "Get Involved!", and "How Can I Participate in the CAP Process?". The "What is the Framingham Climate Action Plan (CAP)?" section features a road icon and text stating: "We are developing a roadmap that will help Framingham to **reduce carbon emissions** and **increase community resilience** to climate change." The "Get Involved!" section includes a call to action to subscribe to the newsletter using a link or QR code for updates: framinghamma.gov/CAP. The "How Can I Participate in the CAP Process?" section lists ways to join: Workshops, Focus Groups, Community Meetings, and Local Events. It also provides contact information: CAP@Framinghamma.gov. Below these sections is a section titled "What are the Focus Areas of the Climate Action Plan?" which lists four focus areas: "Zero Emission Mobility", "Clean Energy Supply", "Community Resilience", and "Net Zero Buildings". Each focus area has a brief description and a call to action to ask about it. The "Zero Emission Mobility" call to action is "ASK ABOUT GREEN TRANSPORTATION OPTIONS". The "Clean Energy Supply" call to action is "ASK ABOUT MUNICIPAL AGGREGATION". The "Community Resilience" call to action is "ASK ABOUT THE METROWEST CLIMATE EQUITY PROJECT". The "Net Zero Buildings" call to action is "ASK ABOUT THE GEOTHERMAL PILOT". There is also a fourth focus area, "Natural Environments", with a call to action "ASK ABOUT FRAMINGHAM TRAILS".



9. Event Feedback Form

 **Link:** [Feedback Form](#)

 **Purpose:**

One of the most important materials, the feedback form helps you and others you are discussing with relay information back to the CAP team for inclusion in the planning process.

 **How to Use:**

Fill out this form after hosting or participating in a CAP discussion. Feel free to contact the City with additional information at CAP@framinghamma.gov.



City of Framingham
Climate Action Plan

Engagement Type. What type of community engagement was conducted? (e.g. presenting at community meeting, tabling at event, one-on-one conversation)

Presenting at a community meeting

Tabling at an event/fair

Engaging in a small group discussion

Other form of engagement:

Experience. In the space below, please summarize any notable feedback regarding residents' experience with climate/climate change in Framingham.



Please reach out via email with any questions!



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For more information, visit:

[FraminghamMA.gov/CAP](https://www.framinghamma.gov/CAP)

