Sustainability Fellowship  
**Climate Action Outreach**  
City of Somerville, Office of Sustainability and Environment  
Somerville, MA

**Summary:**
The City of Somerville is in the process of completing its first comprehensive climate change plan ([https://www.somervillema.gov/sustainaville/climate-change-planning](https://www.somervillema.gov/sustainaville/climate-change-planning)) called Somerville Climate Forward, which will identify projects, programs, and policies to advance climate change resilience and to work towards carbon neutrality by 2050. Many of the programs and policies identified in Somerville Climate Forward will require public engagement and participation to be successful. The UNH Sustainability Fellow will take one or more of the recommendations from Somerville Climate Forward and develop the outreach strategy and materials to implement the chosen program. Depending on the Fellow’s skills, outreach materials could include videos, informational pamphlets, posters, infographics, written communication (letters, emails, social media posts), graphics, and/or webpage content. The exact solution(s) of focus will be chosen later this spring when Somerville Climate Forward’s solutions are more developed. Examples of what the project might focus on include tree planting and maintenance guidance for private property owners, actions that homeowners or renters can take to address climate change at different price points (low to high cost actions), stormwater management best practices, or electrical vehicle adoption. The Fellow will be invited to review solutions and help decide on the focus of the project during the work plan development process.

**Deliverables:**
- Outreach materials to communicate climate change programs to the public and to encourage behavior change. The outreach materials will be used to increase participation in programs, which are necessary for Somerville to achieve its climate change goals.
- An outreach strategy that City staff and volunteers can follow. The Fellow will be asked to think strategically about how best to leverage volunteer and community support to work in concert with the City’s outreach initiatives.

**Impact:**
The Fellow will have the unique opportunity to take a solution from a Climate Action Plan and work with it through the first stage of implementation. Cities across the country are developing Climate Action Plans and are identifying necessary community actions to reduce emissions and enhance resilience. Successful climate action requires community participation, which makes outreach critical. The Fellow will have the opportunity to be
part of the transition from planning to implementation of climate programs and policies by developing a strategy and materials to spur community engagement and participation.

Furthermore, the Fellow has the opportunity to create high quality final products that City of Somerville staff and volunteers will use for official City outreach and engagement on the chosen climate program(s). This will be an excellent opportunity to build work experience, while also adding critical capacity to the Office of Sustainability and Environment to pursue community engagement and increase community action on climate change. The Fellow will create graphically engaging outreach materials for climate change programs that will be used by City staff and volunteers well beyond the Fellowship. High quality deliverables may be shared as examples with other cities that are working on similar programs.

**Location:** Office of Sustainability and Environment, City of Somerville, MA
**Time commitment:** 40 hours per week, June 4-August 17, 2018
**Compensation:** $6000 stipend

**Desired Qualifications:**
- Strong written and visual communications skills. Fellows with a degree in communications or graphic design are encouraged to apply. The ideal candidate will provide a portfolio of example projects. Example projects could include writing samples, graphics, web pages, videos, or other relevant work.
- Ability to convey complex information to a range of stakeholders (city staff, elected officials, residents, students, etc.) in clear and visually engaging ways. A strong candidate will have creative ideas on how best to communicate and engage with different sectors of the Somerville community.
- Interest in collective action, community engagement, and climate action.
- Self-motivated. Able to manage time responsibly and work independently to meet deadlines.
- Optional skills: web design, videography, photography, social media
- It is not required, but it would be advantageous if the Fellow can use their own software and hardware for developing the outreach materials of their choice (especially if proposing creating videos or other materials that require specialized software). However, the fellowship mentors will work with any qualified applicants to identify a project that can be completed with the tools available.

**UNHSI Sustainability program eligibility:**
Graduate students, exceptional undergraduate students, and recent graduates are eligible. We will encourage, but not require, an academic sponsor or reference for each fellow, and where possible we will ask that course credits are awarded.

**Supervision, Training, Mentoring and Evaluation:**
This fellow will receive supervision from Hannah Payne, Sustainability Coordinator in the Office of Sustainability and Environment and Oliver Sellers-Garcia, Director of the Office of Sustainability and Environment, as well as mentoring and extensive professional development offerings from UNHSI.
Fellows will be expected to participate in the following MANDATORY events:

- A three-day, two-night orientation in Durham, NH, May 29-31. Lodging and meals will be provided. A limited number of travel scholarships will be available to assist with transportation to Durham.
- Weekly webinars during the course of the 10-week fellowship.
- Midterm project presentations to UNHSI staff, faculty and relevant project partners in Durham, NH, July 12. Travel support provided.
- Final project presentations to UNHSI staff, faculty and relevant project partners in Durham, NH, August 10. Travel support provided.

Apply by February 14 at www.sustainableunh.unh.edu/sustainability-fellows.