



# Town of Weston, MA

## Weston Ahead Climate Action & Resilience Plan

### Project Summary

KLA partnered with the Town of Weston to deliver a Climate Action & Resilience Plan focused on priority policies, programs, and projects to mitigate the Town's contribution to climate change while preparing for climate impacts. This work built off the climate vulnerability assessment KLA previously completed for the Town through the Massachusetts Municipal Vulnerability Preparedness (MVP) program. The final plan, **Weston Ahead**, outlined key actions in five plan element areas: Connected Mobility, Healthy Natural Systems, Resilient Infrastructure & Services, Smart & Efficient Buildings, and Sustainable Resource Consumption.

Timeline: March 2020 - February 2021

### Project Highlight

KLA worked with several municipal and community stakeholders to develop the **Weston Ahead** brand to represent the Town's desire to engage a broad audience in securing a resilient future for Weston that is built on their collective action.

Weston Ahead Logo and Tagline



### Activities & Outcomes

- Delivery of a branding process and the development of the **Weston Ahead** brand identity and associated communication materials, including a plan overview fact sheet
- Completion of a baseline GPC compliant GHG inventory for community-wide emissions and an LGOP compliant GHG inventory for government operations
- Facilitation of a Climate Action Stakeholder Group to guide plan development
- Creation of a [Weston Ahead video](#)
- Implementation of an inclusive community engagement process, including a testimonial campaign and delivery of ongoing social media
- Development of a [Climate Action Toolkit for Residents](#)
- Design and execution of a 12-month climate action planning process to create [Weston Ahead](#)
- Completion of implementation blueprints for priority actions

Weston Ahead Plan Overview

