



Maryland
Department of
the Environment

MCCC Climate Change Outreach Plan 2017-18

Maryland Commission on Climate Change

June 21, 2017



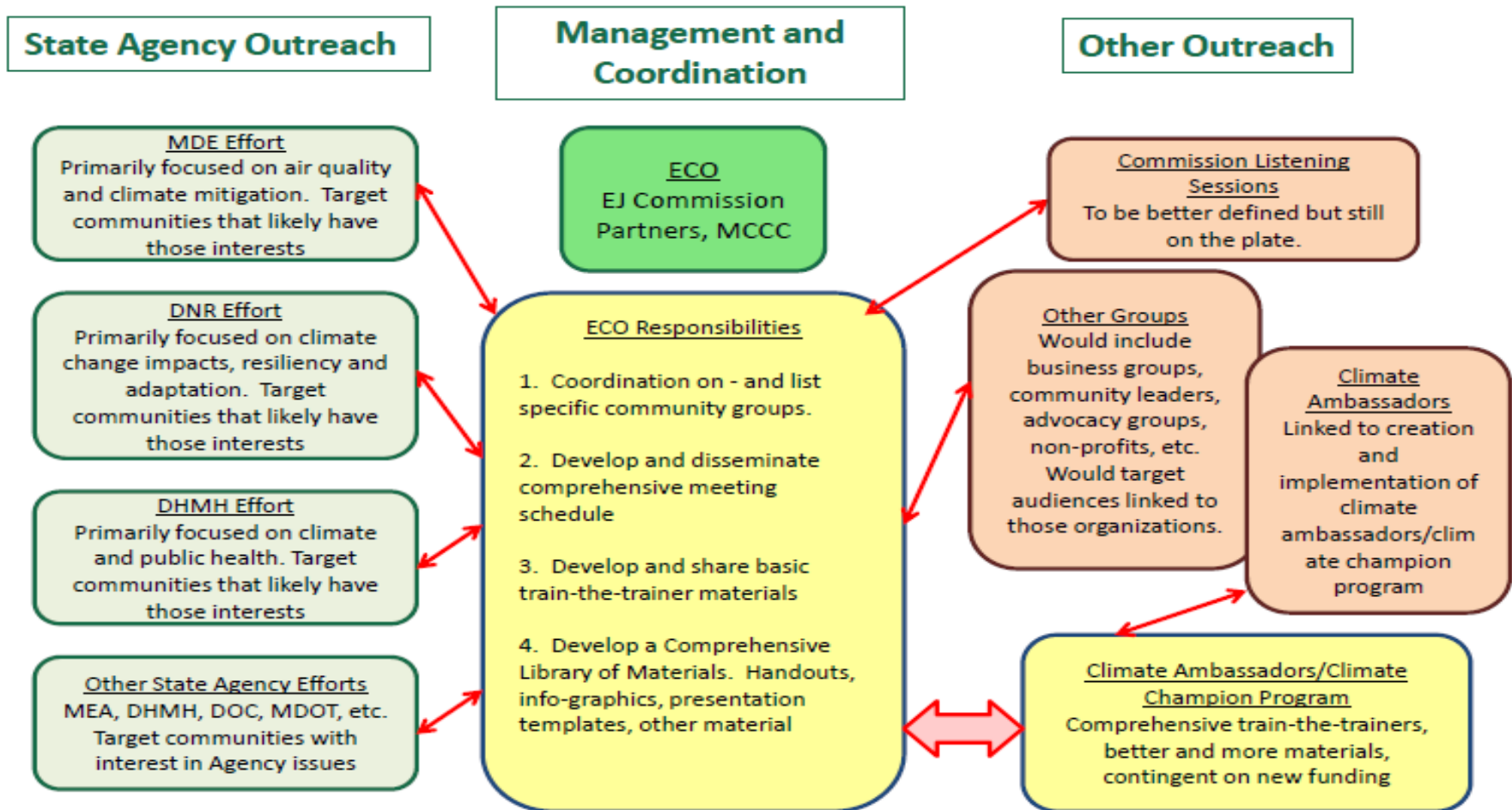
Plan Overview

- ECO finalized May 1, 2017 – developed by a small group as part of ECO’s 2017 workplan development – ECO and EJ Commission Chairs, MDE, DHMH, DNR, Washington College Center for Environment & Society
- Living document – builds on existing outreach efforts at MDE, DHMH, DNR and other State agencies.
- Key components
 - Build a large group of climate change communicators from the private sector, advocacy groups, non-profits, universities and the general public
 - Build a toolkit of climate and health outreach materials and make available on MCCC website for communicators to use
 - Build a list of community organizations, leaders and issues of concern to document outreach activities and to identify future community engagement opportunities



Outreach Plan Schematic

Figure 1 - Schematic of MCCC Outreach Activities 2017 and 2018





Toolkit – Customizing Outreach

- The Plan acknowledges that no two outreach events will ever be exactly the same.
- Different audiences require different approaches with a focus on different topics – mitigation, adaptation/resiliency, health, science, etc.
- The Plan envisions the creation of a large library or “toolkit” of materials that can be packaged or customized to meet the specific goals of an outreach event.
- Some toolkit materials will use the MCCC design template developed by Hatcher and MDE Office of Communications – e.g. MD State Agency Assistance Programs



Climate Change Communicators

- Climate Communicators List – MCCC online , living resource for communities to find knowledgeable individuals – “trusted messengers” – to engage on issues of concern to them
- ECO formed small group to build the list -- organized by topics and by public and private sectors, NGOs and universities
- Speakers but also “information sharers” who can connect groups to relevant information in the MCCC’s outreach toolkit.
- Train-the-trainer model for climate communicators
 - Level of training will depend upon additional funding and resources
- EcoLogix – supporting MDE in building Climate Ambassadors and Climate Champions communicators programs



Community Stakeholders List

- Organized by counties and City of Baltimore
- Community organizations and leaders
- Issues of concern/interest identified by communities
- Past engagement with MCCC or State agencies
- Future opportunities for engagement
- ECO working with EJ Commission and CEHPAC to identify vulnerable/frontline communities



State Agency Outreach

- **MDE** -- focus on air quality and climate mitigation. Recent community meetings in Greater Pasadena, North Point, Turner Station, and continuing engagement with Bon Secours Community Works in West Baltimore
- **DHMH** – focus on climate and public health and community resiliency. Kickoff stakeholder forum in December 2016 with UMD. Eastern Shore hazard mitigation plans, Suitland Park food access, AA County health fairs, Ag Extension climate and health education
- **DNR** – focus on flooding, salt water intrusion and other impacts of sea level rise, community resiliency and adaptation, shore hazards assessments. DNR works with local planners, emergency response officials and residents in communities vulnerable to flooding and storm surges.



State Agency Outreach, cont'd.

- **MEA** – Conducts outreach on its grants, rebates, loans and other incentives to promote energy efficiency, solar and wind, EVs and charging equipment.
- **DHCD** – Conducts outreach on its programs that provide homeowners with resources to improve energy efficiency, including insulation, hot water system improvements, furnace repair / replacement, renewable energy systems, and other health and safety enhancements. DHCD also provides energy efficiency assistance programs specifically for affordable, multifamily rental properties



Hatcher and EcoLogix Support

- The Hatcher Group has been funded through UMCES to develop one-pager fact sheets and related materials and an updated website design for the MCCC. Dawn Stoltzfus and her team at Hatcher will present on this.
- EcoLogix is supporting MDE on a variety of outreach efforts, innovative projects and partnership building on topics including air quality, ECO/MCCC climate outreach and anti-idling. Steve Pattison will present on the Climate Ambassadors and Climate Champion programs and Bon Secours pilot.