

Education, Communications and Outreach

By law, ECO is tasked with helping the Commission in fulfilling its responsibility to engage, educate, and communicate with diverse stakeholders by:

- Developing broad public and private partnerships with local, State, and federal agencies;
- Communicating with and educating Marylanders about the urgency of acting to reduce the impacts of climate change; and
- Addressing disproportionate impacts of climate change on disadvantaged and vulnerable communities

We need some new members that represent the Commission. Ask current Commissioners to recommend outreach, education and/or communications staff from their organizations.

Members:

Jody Couser, Co-chair Chesapeake Conservancy
John Kumm, Co-chair

PUBLIC SECTOR REPRESENTATIVES

Laura Bankey	National Aquarium
Dannielle Lipinski	Maryland League of Conservation Voters
Denise Robbins	Chesapeake Climate Action Network
Isaac Hametz	Mahan Rykiel Associates
Jabari Walker	Bowie State University
Astrid Caldas	Union of Concerned Scientists

PRIVATE SECTOR REPRESENTATIVES

Michele Peterson	Honeywell
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STATE GOVERNMENT REPRESENTATIVES

Vacant	Department of Health
Jim Joyner	Department of Transportation
Kirsten Jackson	Maryland State Department of Education
Vacant	Department of Agriculture
Mark Shaffer	Department of the Environment
Emily Allen Lucht	Department of Housing and Community Development
Trystan Sill (CJ liaison)	Department of Natural Resources



Alexander Borkowski Maryland Insurance Administration
Anthony Burrows Department of Natural Resources

LEADERSHIP ADVISORS

George "Tad" Aburn Maryland Department of the Environment
Suzanne Dorsey Maryland Department of the Environment
Chris Beck Maryland Department of the Environment

STAFF COORDINATOR

Susan Casey Maryland Department of the Environment

2022 Meetings *Subject to changes. Meetings are on Wednesdays at 3 p.m. as follows:*

- February 16
- April 20
- June 15
- August 17
- October 19
- December 21

Draft 2022 Work Plan:

The ECO work plan requires collaboration from the Climate Commission's other working groups to increase capacity to coordinate and facilitate education, communications, and outreach to Maryland's racially and ethnically diverse constituencies. All materials produced on behalf of the Commission and its working groups intended for public consumption should be coordinated by ECO. This serves as the overall public relations plan for the Commission in 2022.

Overall, the Commission's big issue this year is **transportation**. We should think about ways we can help move the ball forward for EVs and other transportation programs that aim to reduce emissions. With whom should we partner/collaborate?

In order to accomplish our goals, ECO needs to add new members and specifically, a few folks with graphics design and digital media skills.

Ideas for projects will plug into one of these three areas:

EDUCATION

Ideas:

Identify and support climate change education at schools and universities.

Create a climate Change dashboard of issues for the website like the United Nations has.

Support MDE's annual Sculpture Contest

Climate Academy participation (Commission speaker)

COMMUNICATIONS

ECO leadership and members are available to all working groups to provide ECO guidance and/or assistance. In turn, it is important that the other working groups come to ECO with special public-facing project ideas to plan the marketing and communication facilitation of the projects.

Ideas:

Develop graphics and materials that identify key messages on climate change that highlight the Commission's work and the state's standing as a CC leader among states. Create a one-minute video introduction of the MCCC.

ECO asks Commission members (including working group members) to provide free-of-cost events information to ensure all appropriate meetings are listed on the Commission's event calendar. Please email event information to susan.casey1@maryland.gov. Please include the title of event, date, and time, contact information, flyer or link, registration requirements. Not all events will be chosen to be publicized, depending on several factors. We also will continue to support each other by amplifying messages through our social networks.

“Commission Talk” webinars continue. (After ESG in 2021, the Blue Carbon series in 2021 and 2022, and January 6, 2022, with Commission Leaders advancing their recommendations for climate action).

“Commission Talk” public webinar series discussion:

- How can we continue to support the Commission’s hot topics?
- How can we support major enviro holidays? Earth Month (April):
<https://www.earthday.org/>

Just some ideas here:

- How to Effect Change in Human Behavior
- Climate Justice in Maryland
- Trees Commission and the Five Millions Trees in Maryland Program
- Ocean Acidification as a goal in the ICC3 – Maryland’s Plan
- Carbon Literacy
- Legislative Wrap Up (May)
- GGRA Update (summer)
- Jody Couser’s idea – Jill Lemke, Port of Baltimore:

Background: Port of Baltimore Climate Change Strategy Highlighted at COP26 This fall, the global priority of fighting climate change brought together almost 200 nations for the 2021 United Nations Climate Change Conference, also known as COP26. One of the conference presentations provided world leaders the opportunity to learn about the Port of Baltimore’s innovative efforts to address the impacts of a changing climate. Conference organizers stated, “Ports, like other forms of transport infrastructure, are potentially vulnerable to the effects of the changing climate, particularly extreme weather. Therefore, it is critical – not just for ports themselves but also for the economies they support – that the sector is well-prepared for climate change.” Maryland Department of Transportation Maryland Port Administration (MDOT MPA) Manager of Strategic Planning and Special Projects Jill Lemke, one of the agency’s leading climate change experts, provided a virtual presentation on MDOT MPA’s strategy. “It was an honor to represent Baltimore and describe what we are doing to become a more climate-resilient port at what can be considered the Super Bowl of climate change. I look forward to applying some of the principles discussed during the sessions here in Baltimore. Although each port may face very different challenges, there are plenty of similarities to learn from,” said Lemke.

- We will host another Commission Talk in December as part of the Annual Commission Report rollout.
- How to host a “Zero-Waste” Public Event

Others - members please contribute ideas!

In addition, ECO will scour podcast host sites for MCCC chair and leadership speaking opportunities aka “the MCCC Speakers Bureau.” (Jody has a podcast mega list. We need a member to lead this effort!)

MULTIMEDIA:

- GRAPHICS

Need a **LOGO**, new letterhead, better photos or graphics for MCCC landing page and a beautiful MCCC Annual Report 2022 cover; appendices covers (manufacturing study, transportation study)

- VIDEO

Need a **one-minute video** about the Commission and its progress, featuring Chair Grumbles, perhaps other MCCC leaders. Include links to the Commission website, and other resources.

- PRESENTATIONS

Need a general 10-20 minute presentation on what MCCC is and does and its recommendations and successes. This is what our leadership would use at speaking events.

OUTREACH

ECO will work with the CJ team to set up a series of meetings with community leaders. Emphasis will be placed on those communities identified as most vulnerable to climate change impacts. (Using MDE's new EJ tool.) CJ will be included in all community leader meetings. Jody has reached out to Greenmount Community leaders in Baltimore.

Let's discuss how to reach out to local governments on a consistent basis, make relationships, understand what programs and policies that counties and municipalities are advocating and implementing. How can we best work together?

Set up a mini-speakers bureau as referenced above – begin with leadership (nine MCCC members), rotating their participation at events speaking on behalf of MCCC, using a Powerpoint presentation that ECO will produce. (Comms folks)

ECO will continue to set up opportunities to speak at MML and MACo, other events. Members, please contribute your knowledge of any possible conference or public events where we might be a fit.

Consider attending this free webinar by Northeast Recycling Council:

DE&I Training 4: *Engaging with Diverse Communities*

March 21, 1:30 - 3:00 eastern [Registration Link](#)

Session Trainers:

- Maritza Arizaga, Senior Sustainability Specialist, City of Ft Collins
- Berenice Garcia-Tellez, Office of Climate Action Sustainability & Resiliency, Denver