

Education, Communication and Outreach (ECO) Working Group
of the Maryland Commission on Climate Change (MCCC)

June 12, 2017 Meeting Minutes

The meeting was convened at 10:30 at the Maryland Department of the Environment (MDE) by Allison Rich, ECO Co-Chair.

Attending in person: Allison Rich (MD Environmental Health Network) John Kumm (EA Engineering, Science, and Technology, Inc., PBC), Pat Harcourt (UMCES), Grant Samms (Washington College Center for Environment & Society), Allison Gost (DHMH), Kaymie Owen (MEA), Liz Entwisle (MDE), Brian Hug (MDE), Lisa Nissley (MDE), Duane Johnson (MDE), Dave Costello (IEER), Steve Pattison (EcoLogix), Lena Warrak (Intern, MdeHN).

Attending by phone: Donna Balado (MSDE), Lori Arguelles (Ferguson Foundation), John Coleman (MDP), Tad Aburn (MDE), Bob Hoyt (EcoLogix).

Welcome and Introductions. Allison Rich convened the meeting and attendees introduced themselves.

Climate Photo Essay Update. Allison Gost and Grant Samms provided an update on their photo essay social media campaign reported on at the May ECO meeting. Allison Gost reported that the campaign launched on July 7 and will run through the end of August. She and Kaymie Owen both noted the communications team in the Governor's office needs to review the campaign packet. Tad Aburn also noted the need to coordinate with MDE's Office of Communications and Secretary Grumbles as MCCC Chair.

Hatcher One Pagers Update. Allison Rich gave an update on the one pagers and discussion ensued on refinements to the health one-pager and the need to identify the audience each one pager is trying to reach and deliver it to them. Tad reported that the MCCC will get a status update on the one pagers at its June 21st meeting but they won't yet be final products. Brian Hug suggested that the MCCC could be asked at the meeting to authorize its Steering Committee to continue to work with Hatcher to get to final products.

Engagement with CEJSC / CEHPAC. Allison Rich reported on the joint meeting of the Commission on Environmental Justice & Sustainable Communities and the Children's Environmental Health & Protection Advisory Council held on May 23, noting that she asked for their support and they reached consensus to work together on climate change issues.

ECO Outreach Plan Update. Liz Entwisle gave an update on the MCCC outreach toolkit being developed, noting that state agencies, the MCCC and its working groups, CEJSC and CEHPAC have been asked to provide resources to help build it out. The goal is to have a library of fact sheets and other resources that climate communicators can access and download from the MCCC webpage and use in outreach with diverse communities, businesses and organizations. She reported a stakeholder list is being populated with contact information for organizations and lead-

ers and any concerns or issues they have identified. The list will be shared internally as a planning tool to track outreach events that have occurred and to identify stakeholders for future outreach opportunities. The third resource being developed is a climate communicators list organized by government agencies, private sector, universities and NGOs. A small workgroup from ECO and the business community has been formed to reach out to their peers to recruit volunteers to become expert presenters and/or information sharers on climate change topics of their choosing. Like the toolkit, the communicators list will be available on the MCCC webpage for the public to find communicators to engage with their groups on topics of interest.

Climate Champions Update. Steve Pattison from EcoLogix, which provides outreach support services to MDE, reported he has met with and received positive feedback from a number of business leaders for developing a voluntary program for businesses to reduce their carbon footprints, share best practices and information with peers and employees and receive recognition as climate champions, possibly using MDE's Maryland Green Registry as the platform. Feedback has included the need for participating businesses to produce quantifiable metrics. Tad noted that the climate champions program could be designed to include universities and other non-business organizations. ECO Co-Chair John Kumm suggested the Society of Engineers as an example.

Preliminary Discussion on MCCC Position on Paris Climate Accord. Tad reported that the topic would likely come up at the MCCC meeting on June 21. A discussion ensued around ECO's role in teeing up this discussion. The sense of the group was not to be prescriptive but to convey to the MCCC the need for it communicate in a timely manner on the U.S. government's withdrawal from the Paris Accord. Tad and Brian suggested that this be conveyed verbally as part the ECO co-chair update at the MCCC meeting or elsewhere during the meeting as deemed appropriate by the MCCC Chair.

Meeting Adjournment and Next Meeting. Allison noted the next ECO meeting will be on July 19 at 10:30 at MDE. Members agreed to not meet in August. Allison adjourned the meeting at 12:00.