

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

October 19, 2016 Meeting Minutes

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

Attending in person: Allison Rich (MD Environmental Health Network), Pat Harcourt (UMCES), Mariah Waul (representing Delegate Stein), Tad Aburn (MDE), Mark Shaffer (MDE), Lisa Nissley (MDE), Liz Entwisle (MDE), Brian Hug (MDE), Jessica Herpel (MDE), Kaymie Owen (MEA), Colleen Turner (MDOT), John Coleman (MDP).

Attending by phone: Kris Hoellen (National Aquarium), Richard Reinhardt (MD Chamber of Commerce), Lori Arguelles (Ferguson Foundation), Sara Luell (DHCD), Dave Costello (IEER).

Public attendance: Kimberly Armstrong, Abeona Solutions, and Grant Samms, Washington College Center for Environment & Society.

Welcome and Introductions. Allison Rich announced that Steve Arabia had left NRG and resigned as ECO co-chair. Attending members introduced themselves.

Overview of MCCC. Lisa Nissley gave an overview of the laws and executive orders establishing the Maryland Commission on Climate Change (MCCC), including the structure, membership, working groups and annual reports called for in the law, and the 2020 and 2030 greenhouse gas reduction targets adopted in the 2016 reauthorization of the Greenhouse Gas Reduction Act (GGRA). Dave Costello noted that both the GGRA and MCCC laws require they be implemented so as to ensure no adverse economic impacts on vulnerable communities. Kris Hoellen asked what metrics exist to measure the success of ECO's outreach and education efforts. Brian Hug suggested they include listening sessions and web functionality. Tad noted there is not a lot of State staffing for ECO and recommended that ECO talk to the MCCC about getting funding for outside resources for outreach/education. Kaymie Owen said the Maryland Energy Administration (MEA) can roll ECO/MCCC messaging into MEA's existing platforms and tools such as social media themes, memes and graphics.

ECO MDE Support/UMCES Web Proposal. Liz Entwisle provided an overview of the staff support MDE provides to ECO and updated members on ECO's proposal for funding from UMCES for MCCC web support, noting that UMCES rejected the original proposal and MDE staff subsequently worked with Dave Namazie to answer UMCES' questions and propose changes to the proposal for UMCES to reconsider. A final decision from UMCES was still pending.

Update on Commission Report Process. Brian reported on the progress of the 2016 MCCC report and went over the information the MCCC wants in the working group recommendations.

Discussion on Education/Outreach Models. The Chair asked members and no objections were raised to including environmental justice and equity as key factors in determining the tools and geographic areas for education and outreach. Kimberly Armstrong as an attending member of the public said to always ask what is the message and who is the audience.

Finalizing ECO Recommendations. ECO members spent the remainder of the meeting providing group edits to finalize ECO's recommendations for the 2016 report.

Closing Remarks and Next Steps. There being no further business, Allison adjourned the meeting at 12:00.