

Maryland Commission on Climate Change
Education, Communication, and Outreach Working Group
November 14, 2018 | 10:30 am

Terra Conference Room | MDE
1800 Washington Blvd. | Baltimore, MD 21230

Call-in Number: (605) 475-4000
Access Code: 997763#

Agenda

1. Welcome & Introductions

- Roll Call
John Kumm, Allison Gost, Tad Aburn, Lisa Nissley, Hannah Brubach
- Review of Agenda

2. On Going Projects

- Metrics for tracking outreach efforts -- <https://goo.gl/forms/Yc6HWs5ZbsjVmEzh2>
ECO staff will work to get number on how many site visits we are getting to the factsheet page. Members would like to see a post of the fact sheets in early 2019. ECO staff think this is doable. Allison asked if there is way to find out how citizens are using the material they are being given. We will continue to brainstorm how we could develop a survey or way to follow through.
- Reports from other working groups (ARWG, MWG)

3. Priorities

- Increase External Awareness of State Climate Change Work
 - Priority in 2019 will be creating the poster and increasing our reporting from state agencies on their efforts
- Climate Ambassador Program - Is anyone interested in assisting in teaching efforts?
 - Pat moved out of state, so the Climate Ambassador Program is still looking someone or a group of people to take of teaching efforts. MDE will work with Ecologix and the Chamber to see what would be the best way to divide up the plans. Allison volunteered to possibly be one of the educators assisting the program.
 - The program is well established, but still needs some help adjusting it for each audience.
 - The similar program being developed by MDH is now on hold.
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- Recognition of Climate Change Activity Outside State Government
 - Climate champions is expanding. Phase 2 will focus on developing climate knowledge in industry and phase 3 will focus on developing climate champions in the university system.
 - Want to develop more recognition for the climate champions throughout Maryland



4. 2019 Work Plan

- Members will share ideas for priorities or continuation of 2018 priorities for the 2019 Work Plan
 - ECO's priorities in 2019 will be based around the view that a healthy economy and climate action, go hand in hand.
 - Moving forward with the fact sheets, ECO believes it is important to receive feedback on the fact sheets. One idea is a follow-up form to the current on ECO is using to track distribution.
 - Suggested 2019 Priorities during the November 2018 meeting:
 - i. Climate Action leads to a Climate Economy - fact sheets, case studies, success stories, videos
 - ii. Gather feedback of Factsheets
 - iii. Work with the MCCC Steering Committee to get ideas on how we can better use the Commission for outreach efforts
 - iv. Develop an infographic based on the fact sheets
 - v. Gather a packet of what the commission is doing for legislative representatives and green teams - include fact sheets and encouragement to reach out to ECO for more information

5. Wrap Up

- Member Announcements
 - MDH is developing and Environmental Public Health Climate Adaptation Tracker. The tracker includes a map of work occurring across Maryland. MDH will send a survey to ECO and ARWG to determine how they should display the information and whether they should include both adaptation and mitigation.
 - The Tracker is due to release in Summer 2019

6. Public Comment

Comments from the general public can be submitted to the MCCC at climate.change@maryland.gov.

Commission Fact Sheets:

<http://mde.maryland.gov/programs/Air/ClimateChange/MCCC/Pages/FactSheets.aspx>