

Maryland Commission on Climate Change
Education, Communication, and Outreach Working Group
January 16, 2019 | 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 Breitenother, Tad Aburn, Bob Hoyt, Steve Pattison, Kate McClure (Public - MD Sea Grant), Lisa Nissley, Hannah Brubach -- By Phone: Donna Balado, Colleen Turner, Cindy Etgen, Lizelle Espinosa
- Review of Agenda

2. On Going Projects

- Metrics for tracking outreach efforts -- <https://goo.gl/forms/Yc6HWs5ZbsjVmEzh2>
 - Members requested that MDE staff pull the analytics of how many visitors have accessed the factsheets from the MCCC website.
 - 35 responses to the tracking sheet
- Working Group Updates:
 - ARWG: At their December meeting the working group reviewed the 2019 MCCC Report and began brainstorming ideas for their 2019 Work Plan.
 - MWG: The Group discussed their 2019 work plan, addressing how to discuss: the GGRA Plan, Transportation, Energy, Buildings, Land Use Conservation, and other Additional Items. The group would like to work together with ECO in 2019 to ensure the public is aware of the work the MCCC and state agencies are completing to fight the impacts of climate change in the state of Maryland.
- Priority Updates? Increasing External Awareness of State Climate Change, Climate Ambassador Program, Recognition of Climate Change Activity Outside State Government
 - Climate Champions: MDE met with the Chamber of Commerce to discuss a phase II for the program. There is interest in continuing the program, and over the next few years the state will work on the expansion.
 - Climate Ambassadors: This program will need to be re-evaluated. This may involve a separate meeting for interested parties, or developing a single meeting around the program. The program needs a new teacher to assist with the increased interest in the community and the absence of the previous teacher.

4. 2019 Work Plan Ideas

- All ECO Members agreed that ECO should discuss with the Commission how they expect ECO to function, to ensure ECO is meeting the needs of the Commission.
 - An idea that the group will pursue is to share a survey with the MCCC Steering Committee.



- Climate Action leads to a Climate Economy - fact sheets, case studies, success stories, videos
 - John Kumm has found helpful case studies on this topic to share with the group.
 - Using the feedback from the factsheets, ECO will work to develop a plan to better share the information. For example, the infographic idea below.
- Gather feedback of Factsheets
- Work with the MCCC Steering Committee to get ideas on how we can better use the Commission for outreach efforts
- Develop an infographic based on the fact sheets
- 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
 - Dredged Material Workshop is on January 23rd and being hosted by UMCES.
- Next Meeting: February 20, 2019
 - The February meeting will be by phone/webinar
 - Allison Gost Breitenother will work with MDE to have speaker from the Urban Heat Island Study present their results.

6. Public Comment

- Kate McClure shared with the group information on the MD sea-level rise report. MD Sea Grant, UMD, and DNR are working to communicate the report to local governments and will be creating materials to showcase the report. She looks forward to keeping the MCCC in the loop.

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>