

Maryland Commission on Climate Change
Education, Communication, and Outreach Working Group

April 18, 2018
10:30 am to 12:00 pm

Terra Conference Room | MDE
1800 Washington Blvd. | Baltimore, MD 21230
Call-in Number: (605) 475-4000
Access Code: 997763#

Agenda

Attendees: Kris Hollen, Cindy Etgen, Lizelle Espinosa, Allison Gost, Kevin Rudolph, Mark Shaffer, Pat Harcourt, Tad Aburn, Yinka Bode-George, Steve Pattison, Noha Ahmed, Adrienne Diaczok, Lisa Nissley, Hannah Brubach

By Phone: Sara Luell, Kaymie Owen, Grant Samms, Donna Balado, John Coleman, Bob Hoyt

1. Welcome & Introductions

- Roll Call
- Review of Agenda

2. Priorities

- Increase External Awareness of State Climate Change Work
 - 40 by 30 Draft Plan
 - Purpose - The ECO members discussed how the Commission and ECO can work to get the word out on the GGRA plan and encourage the public to submit comments about the draft plan. The group decided that it would be beneficial to link the 40 by 30 draft plan with the release of the 2018 Commission Report.
 - How?
 - MDE would let ECO know when they are seeking a review by ECO and ECO will offer input to their proposed outreach plan
 - 2018 Commission Report
 - Purpose
 - The ECO members would like to make the content in the Report and the Draft Plan *relatable* for MD citizens. Part of this effort will be driven by defining stakeholder groups and how to relate to the different groups.
 - The ECO members would like to establish our best plan. MDE Staff will look at our resources and develop a list of options for moving forward. ECO members created a list of possible ideas including, social media outreach, video podcasts, op-ed.s, and FAQs.
- Climate Ambassador Program:
 - The Clean & Green Program is up and running providing tools and knowledge for people to take back out into their communities and businesses.
 - The group thought it important to have a working definition for what MD considers a “Climate Ambassador.” Pat, Steve, Allison, and Donna will look into creating a definition and bring it to the meeting in May.

- ECO members want to expand the definition as it is becoming an umbrella program that we can lump many activities under in the future.
 - The program is beginning to train participants to become trainers for future programs.
 - Commission Fact Sheets
 - The members are making progress with distribution of fact sheets.
 - MDE Staff will work on developing a new fact sheet for MD citizens to use when looking for funding sources to become more environmentally friendly.
 - Recognition of Climate Change Activity Outside State Government
 - Climate Champions is getting registrants, but we need to keep inviting people.
 - MDE Staff will send out the link again:

3. Preparation for April MCCC Meeting - April 24th

- The ECO members determined that the most important topics to inform the Commission on are:
 1. Climate Champions
 2. Climate Ambassadors
 3. Factsheet Development

4. On-going Projects

- **Metrics for tracking outreach efforts --**
<https://goo.gl/forms/Yc6HWs5ZbsjVmEzh2>
 - Thus far, 18 members have reached out to the community and filled out our tracking form. Thanks!
- Reports from other working groups (ARWG, MWG)

5. Wrap Up

- May meeting: May 16, 2018, 10:30 am - 12:00 pm
- Member Announcements
 - MDH is working on a program similar to MD Climate Ambassadors - Association of Climate Change Officers.
 - MDH is also working to create PSA's on Morris the Mosquito and Wheezing Wendal. Both will be released around July and August.
 - May is Clean Air Month!!

6. Public Comment

- No public guests, requested to comment.

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

The next meeting is scheduled for May 16th at 10:30 AM.

