

**Maryland Commission on Climate Change**  
**Education, Communication, and Outreach Working Group**  
**August 15, 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, Donna Belado, Steve Pattison, Lizelle Espinoza, Steve Charles, Michelle Peterson, Lisa Nissley, Hannah Brubach  
**By Phone:** Pat Harcourt, Cindy Etgen, Sara Luell, Lori Arguelles, Colleen Turner, Grant Samms, Luke Wisniewski
- Review of Agenda

**2. On Going Projects**

- Metrics for tracking outreach efforts -- <https://goo.gl/forms/Yc6HWs5ZbsjVmEzh2>
  - 29 Responses to the form, it looks like our group has educated over 1000 Marylanders about climate change.
- Reports from other working groups (ARWG, MWG)
  - Both ARWG and MWG, focused their meeting on developing recommendations for the MCCC Annual Report. MWG also had a presentation on carbon sequestration by agriculture.

**3. Priorities**

- Increase External Awareness of State Climate Change Work
  - ECO discussed increasing points of entry to states work as a strategy to increase awareness. At these points of entry, State agencies can have available the MCCC fact sheets, possibly a poster on MD and climate change.
  - MDOT is increasing their outreach on electric vehicles and MDOT's climate initiatives.
  - Commission Fact Sheets:  
<http://mde.maryland.gov/programs/Air/ClimateChange/MCCC/Pages/FactSheets.aspx>
    - ECO is looking for strategies to better deploy the information in the fact sheets to the public. Ideas include: Printable Poster, Banner Bugs, QR code. These ideas could be better displayed in schools, the MVA, or county and municipal buildings.
- Climate Ambassador Program
  - The program is looking to continue its work in Baltimore City and is in touch with stewardship organizations.
- Recognition of Climate Change Activity Outside State Government
  - ECO is looking to expand this priority in their recommendations to the State.

**4. DRAFT Recommendations**

- MDE and other State agencies should include activities and plans around climate change outreach in the 2018 Draft GGRA 40x30 Plan order to facilitate collaboration and coordination on outreach efforts. This includes, but is not limited to, existing and new programs being implemented by MDH, DNR, MEA, MDOT, MSDE, and MDP.
- The State should provide outreach and information to local governments (municipal and county) to support their efforts to respond to and educate about climate change via the Climate Leadership Academy and other agency efforts.
- The State should continue to support efforts to train individuals and organizations to educate on climate change; and recognize and leverage efforts by private organizations to address climate change. This includes efforts such as training the trainer and the Maryland Green Registry's Climate Champion Contest.
- The State should seek ways to provide materials to the public to inform and educate on climate change through common points of entry to state and local government and state facilities, in order to leverage existing contact between the State and the public. To the extent possible, the State should look for similar opportunities with private organizations that have widespread interaction with the public.
- The State should develop an outreach plan around the 2018 GGRA draft plan that incorporates best practices for communication, education and outreach. The plan should reach various stakeholders throughout the State in order to seek diverse opinions about the final plan that is due at the end of 2019. The State should collaborate with state and industry partners in developing this outreach plan.

## 5. Wrap Up

- September Meeting \* The September Meeting will be a **phone call on Thursday, September 20th.** \*
- Member Announcements
  - MDOT is moving forward with launching a Climate section on their website that will have the MCCC factsheets and other climate work by MDOT. They will also launch a story map that will map their outreach.

## 6. Public Comment

Comments from the general public can be submitted to the MCCC at [climate.change@maryland.gov](mailto:climate.change@maryland.gov).

