



Public Information and Outreach in Support of Climate Action

Update

John Silcox, Public Information Officer
Office of Environmental and Energy Coordination

July 18, 2023

Goals of Public Information and Outreach

- Educate all stakeholders
- Explain need for climate action
- Provide clear, accessible information
- Support decision-making
- Prioritize with an equity lens



Education and Outreach

- Web content and tools
- Videos
- Informational resources in multiple languages
- In-person and virtual events
- Social media
- E-Newsletter
- Programs & Partnerships



One Message, Many Voices



Progress in FY2023

- Climate Action Dashboard
- Community presentations
- Home energy efficiency kits
- Green Business Partners Forum and webinars
- Materials in multiple languages

OFFICE OF Environmental and Energy Coordination
FAIRFAX COUNTY

Personal Climate Action Planning

To save money, reduce emissions, and build resilience

The graphic features several icons: a house with a magnifying glass, a car with a plug, a sun with solar panels, and a cloud with 'CO2' and arrows.

From Commutes to Carbon Footprints:

A Joint Webinar with Green Business Partners and Best Workplaces for Commuters

June 22 - 9:30 a.m.

Register Now!



Theresa McMullin
Employer Outreach Specialist
Fairfax County Commuter Services (FCCS)



Neely Law, PhD
Community Specialist and Co-Program Manager of Green Business Partners Program, Fairfax County Office of Environmental and Energy Coordination

SMALL ACTIONS, BIG IMPACT

Climate action starts at home. Here are simple ways to reduce your climate impact (and maybe even your electricity bills).

- Switch your most-used light bulbs to LEDs. One ENERGY STAR®-certified LED bulb uses up to 90% less energy than incandescent bulbs, saving about \$80 in electricity costs over its lifetime! Also turn off lights when you leave a room.
- Turn off and unplug your electronics (or install a smart power strip). Devices and chargers leech energy, even when inactive. Cutting power to your inactive devices could save you about \$200 a year.
- Using less water is easy! Running a full dishwasher rather than hand washing dishes can save 320 gallons of water per year as well as energy and money.
- Caulking or weatherstripping your home to seal air leaks can reduce your energy footprint and costs—and make your home more comfortable!
- Replacing a large household appliance? Energy-efficient choices reduce your climate impact and save you money. Check with your electricity provider for rebates on ENERGY STAR®-certified appliances.

Fairfax County is home to over 1 million residents and 400,000 households. Taking small actions can collectively have a big impact on reducing greenhouse gas emissions. Learn more at www.fairfaxcounty.gov/sustainable-energy-coordination.

Fairfax County's Climate Action Dashboard

Take Small Actions for Big Impact

- Carbon footprint calculator
- Home energy assessments
- DIY options
- Cost savings and environmental impact



KNOW YOUR NUMBERS: SAVE MONEY, REDUCE EMISSIONS

Whether you're at home or on the go, reducing your personal emissions gives back to the environment and your wallet.

<p>\$370</p> <p>The money you could save over the average lifetime by switching to on the go 15W compact fluorescent light bulbs.</p>	<p>\$613</p> <p>The money you could save per year by walking or biking instead of driving for at least half of your short (under 10 mile) trips, instead of carpooling.</p>
<p>\$80</p> <p>The money you could save with a single 8000-hour ENERGY STAR-certified LED bulb compared to the 10 halogen incandescent bulbs needed to operate over the same period.</p>	<p>\$2,000</p> <p>The savings amount of money Americans spend on energy annually.</p>
<p>\$6,000</p> <p>The lifetime savings for a two-car electric vehicle compared to a gas-powered vehicle.</p>	<p>\$200 to \$400</p> <p>The amount of money you could save annually by using energy-efficient light bulbs, energy-efficient windows, and weatherstripping doors.</p>

22% to 30%

The percentage of energy you could save annually by using energy-efficient light bulbs, energy-efficient windows, and weatherstripping doors.

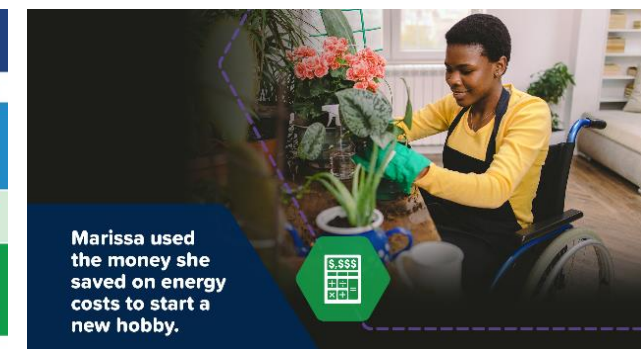
\$553

The extra money you could get for installing solar energy systems, depending on the price.

\$113

The average amount of money Americans spend on energy annually.

Source: U.S. Environmental Protection Agency, U.S. Energy Information Administration, U.S. Department of Energy, U.S. Department of Transportation, U.S. Department of the Interior, U.S. Department of the Treasury, U.S. Department of the Environment, U.S. Department of Health and Human Services, U.S. Department of Justice, U.S. Department of Labor, U.S. Department of State, U.S. Department of the Army, U.S. Department of the Navy, U.S. Department of the Air Force, U.S. Department of the Coast Guard, U.S. Department of the Interior, U.S. Department of the Treasury, U.S. Department of the Environment, U.S. Department of Health and Human Services, U.S. Department of Justice, U.S. Department of Labor, U.S. Department of State, U.S. Department of the Army, U.S. Department of the Navy, U.S. Department of the Air Force, U.S. Department of the Coast Guard.



Explore Solar Systems

- Basics of solar power
- Assessing potential
- Incentives and tax credits
- Weather and maintenance
- County residents who installed solar

Fairfax County residents are powering their homes with solar! Meet them.



MYTH vs. FACT: SOLAR POWER

- MYTH:** Solar doesn't work in the winter or when it's cloudy.
FACT: Solar panels are effective throughout all four seasons, no matter where you live. They can withstand rain, snow, or cloudy weather.¹
- MYTH:** The cost of solar outweighs the benefits.
FACT: Solar pays for itself in 10 years, and you'll enjoy reduced energy bills, tax incentives, and extra protection during severe weather.²
- MYTH:** It's not worth installing solar because I could move one day.
FACT: Solar energy can save money on utility bills and boost your home's market and property values.³
- MYTH:** Installing solar is too complicated.
FACT: Solar group purchasing programs make getting solar easier by providing information and benefits to participants.
- MYTH:** Solar doesn't make a big environmental difference.
FACT: By using renewable energy instead of fossil fuels, you help reduce pollution and planet-warming greenhouse gas emissions.

1. Solar Energy Association, "Solar Energy: A Clean, Safe, and Reliable Energy Source," 2019. 2. Solar Energy Association, "Solar Energy: A Clean, Safe, and Reliable Energy Source," 2019. 3. Solar Energy Association, "Solar Energy: A Clean, Safe, and Reliable Energy Source," 2019.

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GET SOLAR POWER

BUILD HOME RESILIENCE

Solar Testimonial Video



Switch to an Electric Vehicle (EV)

- Basics of EVs
- Selecting an EV
- Incentives and tax credits
- Range anxiety and charging options
- County residents who made the switch

Fairfax County residents are switching to electric vehicles. **Find out why.**



MYTH vs. FACT ELECTRIC VEHICLES (EVs)

- MYTH:** EVs are more expensive than gas-powered vehicles.
FACT: While some EVs may have higher upfront costs, they can actually save you money in the long term when compared to gas-powered vehicles. Thanks to reduced fuel and maintenance needs, EV owners can save \$6,000 to \$10,000 over the lifetimes of their car.
- MYTH:** EVs are not better for the environment because they still use electricity produced by greenhouse gas-emitting fossil fuels.
FACT: Even accounting for emissions from electricity production, the typical EV still creates fewer greenhouse gases than the average gas-powered car.
- MYTH:** EVs have limited driving range.
FACT: Most EVs can go about 200 miles on a fully charged battery. In fact, the median driving range for battery EVs is about 250 miles! That's farther than the driving distance between DC and New York City.
- MYTH:** EV batteries have short lifespans.
FACT: EV batteries can last 12 to 15 years in temperate climates and eight to 12 years in harsh climates. EV batteries are also covered under warranty for at least eight years.*
- MYTH:** There are no EV charging stations in my area.
FACT: As of November 2021, Fairfax County has nearly 200 publicly available EV charging stations—that's 17 per 100,000 residents, or less for every square mile in the country!†
- MYTH:** EVs only benefit those who can afford them.
FACT: EVs have NO tailpipe emissions, so you and everyone around you can breathe easier! They improve local air quality, which is good for everyone in our community.

For more information, visit go.fairfaxva.gov/electric

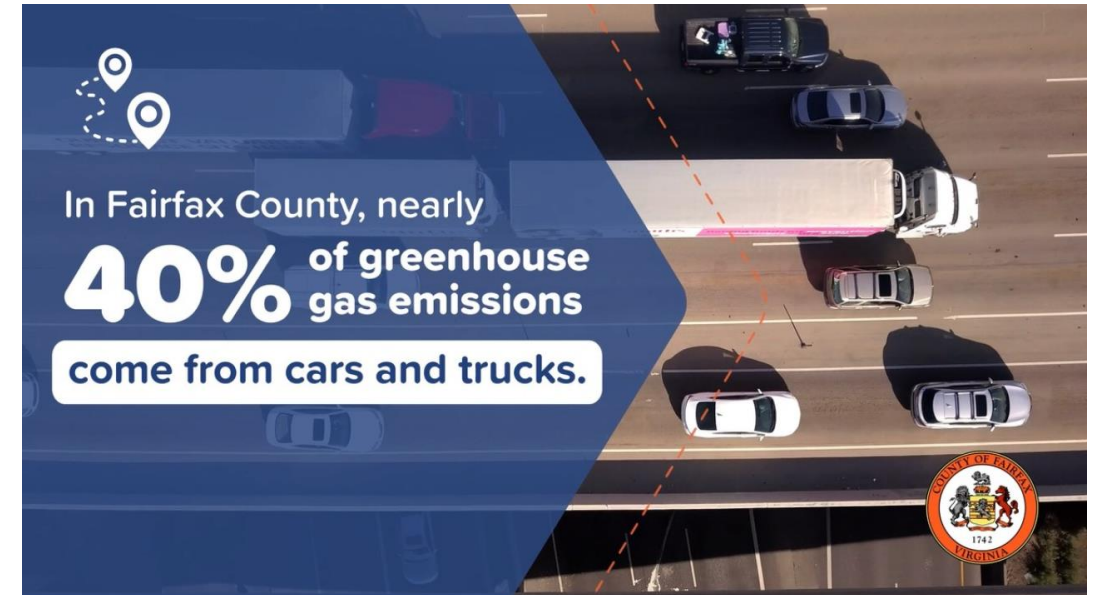


EV Testimonial Video



Drive Less, Walk or Ride More

- Commuting, ridesharing and public transit options
- Cost savings and environmental impact



**BE CAR-FREE,
BE CARBON-FREE**

Nearly 40 percent of Fairfax County's emissions come from personal vehicles like cars and trucks. Other forms of transportation reduce these emissions and can also save you money, help the local air quality, and add safety to your routine.

Fairfax County has **13 Metrolink** stations that take tens of thousands of riders all across the county and the greater DC area each year.

Fairfax County Commuter Services offers some incentives or reward programs for fiscal deposits and ride-sharing. Plus, carpools can share fuel costs, reduce emissions, and take time driving to reduce maintenance bills.

There are many sidewalks, trails, and bike routes throughout the county that are suitable for all ages and abilities. Also an interactive bike map to get you where you need to go.

The Fairfax Commuter bus system has more than **90 routes**, including connections to transit stations, shopping, and community hubs.

Many of the county's trails are shared between people walking, biking, e-bike, and riding. Even 10 minutes of brisk activity can improve your physical health!

<https://www.fairfaxva.gov/transportation>

Carbon-Free Fairfax

A publication of Fairfax County, VA. To receive an e-newsletter or receive more information, visit www.fairfaxva.gov/transportation or call 703-245-5100, TTY 703-245-5100.

Learn more about transportation in Fairfax County <https://www.fairfaxva.gov/transportation>



Next Steps and Timeline

- Summer 2023 – Capital Area Solar Switch/Solarize NOVA campaigns
- Fall/Winter 2023 – Informational campaigns for:
 - EV Adoption/ Charge Up Fairfax
 - Home Energy Retrofits
 - Climate Champions
 - Resilient Fairfax

More Information and Resources

- Web: www.fairfaxcounty.gov/environment-energy-coordination
- Twitter: [@ffxgreen](https://twitter.com/ffxgreen)
- Facebook: [/fairfaxcountyclimate](https://www.facebook.com/fairfaxcountyclimate)
- Subscribe to our E-Newsletter:

