



Community-wide Energy and Climate Action Plan (CECAP)

Update

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Office of Environmental and Energy Coordination
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Public Education and Engagement Goals

- Raise general public awareness of CECAP
- Make a case for the need for climate action
- Develop and nurture a network of community partners and supporters
- Collect information and input from the public



Public Education



- Born of the need to close gaps in public knowledge and establish a baseline of understanding
- Built on evidence-based best practices in climate change communications
- Delivered using a mixture of media to reach a broad audience

Community Outreach & Partnerships

- Success depends on the goodwill and partnership of dozens of individual and organizations
- Building support from the ground up, with a network of partners, will serve CECAP in the long term



Facilitated Meetings



- Two public meetings, corresponding to the areas of focus of the two CECAP Working Group subgroups
- Two leadership roundtables to gather focused feedback from specific audiences within the county

Community Briefings

- Short form, online information sessions for the community on a variety of topics
- Including presentations from ICF, the Metropolitan Washington Council of Governments, and OEEC staff



Online Surveys



- Five, short online surveys will be used to capture public opinion
- Surveys will be largely multiple choice with some opportunities for free form comment
- Three of the five will be public

Campaign Timeline



Questions?

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