



CECAP Implementation 2022/2023 Public Education and Outreach

Information

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Office of Environmental and Energy Coordination

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Major OEEC Programs and Initiatives



Resilient Fairfax



Fairfax County
GREEN BANK



Fairfax Employees
for environmental excellence



FAIRFAX COUNTY

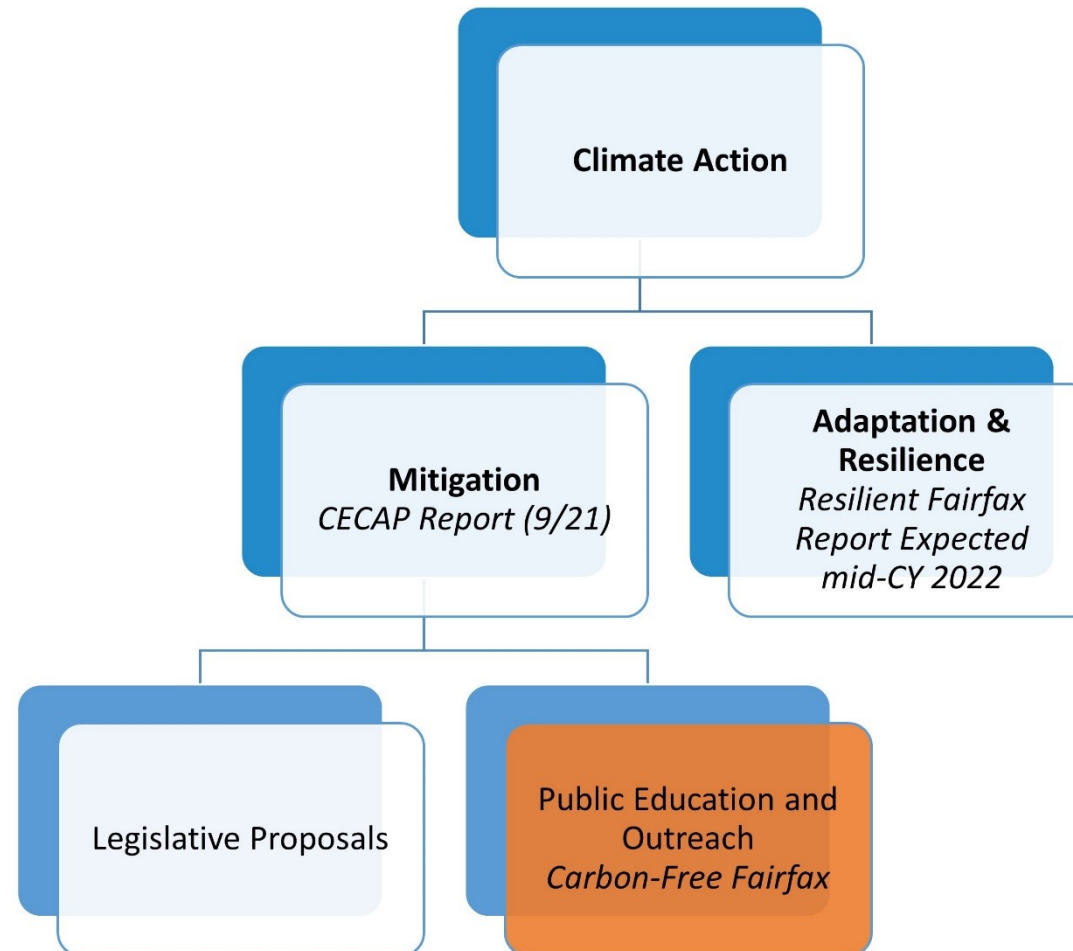
C-PACE PROGRAM

Innovative financing for commercial building sustainability and resiliency improvements, with little or no up-front cost

Major OEEC Partners and Collaborators



Proposed 2022 Fairfax County Climate Action



Background



- On September 14, 2021, the Board of Supervisors accepted the Community-wide Energy and Climate Action Plan, or CECAP.
- CECAP has several ambitious greenhouse gas reduction goals and sector-specific goals.
- As CECAP is a plan based largely on voluntary action within the community, one of the most important components of its implementation is public education and outreach.
- In January 2022, the OEEC launched a new initiative called Carbon-Free Fairfax to support public engagement around the goals and strategies identified in CECAP.



Education vs. Outreach



- Public education encompasses activities meant to inform individuals about the nature of the problem and possible solutions.
- Public outreach includes activities meant to engage individuals in solutions and to involve stakeholders in activities to address our local greenhouse gas emissions.

Goals for Carbon-Free Fairfax 2022/2023 Public Education and Outreach

- To raise public awareness and inform the public of CECAP's goals.
- To educate members of the public, business stakeholders, and other organizational leaders on the need for climate action.
- To engage community members in conversation about barriers to entry.
- To meet county residents, businesses, organizations and other stakeholders wherever they are in their journey toward climate action.
- To provide high-quality engagement opportunities for a variety of audience sectors.



Objectives of Carbon-Free Fairfax 2022/2023 Public Education and Outreach



- To reach 100,000 Fairfax County residents between February 2022 and June 2023.
- To offer at least 20 web-based and in-person interactive educational opportunities between February 2022 and June 2023.
- To establish one or more new incentive or “free access” initiatives.
- To increase access to Carbon-Free Fairfax information, educational pieces, and engagement opportunities by offering materials in multiple languages.

Equity and Access

- Keeping equity and accessibility top of mind is critically important to the success of our public education and outreach work.
- We will work to make the information we have to share easy to consume, and to create opportunities for people of all ages, abilities, and backgrounds to participate in our offerings.

2022/2023 Public Education and Outreach Campaigns

Campaign Name

Date Range

Small Actions, Big Impact

February – October 2022

EVs from Every Angle

February 2022 – February 2023

Explore Solar Systems

March – September 2022

Know Your Numbers

April 2022 – April 2023

Anything But Driving

May – November 2022

Audits All Around

June 2022 – June 2023

Too Hot, Too Cold, Just Right

September 2022 – March 2023

It's Electric

November 2022 – May 2023

Education and Outreach Tactics

With Current Staff and Resources

- Web-based Content and Tools
- Virtual Educational Events
- Office Hours and Personal Planning Sessions
- Promotional Partnerships
- “Ask An Expert” Sessions
- Video and Audio Content
- Digital Advertising and Outreach

With Additional Staff and Resources

- Carbon-Free Fairfax Pledge Program
- In-Person Events Across The County
- Interactive Web-Based Platforms
- Robust Community Partnerships
- TED-Style Annual Symposium
- Additional Special Events
- Mobile App



More Information and Resources

- County residents and interested parties can learn more about Carbon-Free Fairfax online at www.fairfaxcounty.gov/environment-energy-coordination/carbon-free-Fairfax.
- Information on the Community-wide Energy and Climate Action Plan and the full report can be found at www.fairfaxcounty.gov/environment-energy-coordination/cecap.
- A new email address is now available for anyone who has questions about Carbon-Free Fairfax programming or content. All are welcome to email CarbonFreeFairfax@fairfaxcounty.gov.