



# County of Fairfax, Virginia

## MEMORANDUM

DATE: February 8, 2022

TO: Board of Supervisors

FROM: Bryan J. Hill *[Signature]*  
County Executive

SUBJECT: CECAP Implementation: CY 2022 through mid-CY 2023

On September 14, 2021, the Board of Supervisors (Board) accepted the Community-wide Energy and Climate Action Plan (CECAP). CECAP aims to encourage and harness voluntary community action to reduce local greenhouse gas (GHG) emissions 50 percent by 2030 and 75 percent by 2040, before achieving carbon neutrality by 2050. The Board's acceptance set in motion staff implementation activities, which fall into the three broad categories discussed herein.

### **Long-term implementation planning**

The Office of Environmental and Energy Coordination anticipates presenting a long-term implementation plan process to the Board for its endorsement at the Environmental Committee meeting in May 2022 and returning to the Committee later in the year to present an implementation workplan for Board adoption. Consistent with the Board Matter accepting CECAP, OEEC has organized a staff Coordination Team with relevant county agencies to participate in the development of the long-term plan.

To ensure meaningful agency input without imposing unreasonable burdens, Coordination Team members have been or will be addressing three primary tasks.

- Team members have been reviewing and commenting on OEEC's implementation plan process. Coordination Team members also attended an initial kick-off meeting on February 10, 2022.
- Team members will review and prioritize agency-relevant CECAP recommendations. These prioritized recommendations will serve as the foundation for the CECAP implementation plan and initial workplan. Two to three meetings will be held between March and October, with Team Member time commitments varying by the number of agency-specific strategies and recommendations in the CECAP report.
- Following Board adoption of the CECAP implementation workplan, anticipated in late CY 2022, Team members will review the agency-relevant strategies annually to update or reprioritize them.

### **Legislative concepts and proposals**

At the [July 20, 2021 Environmental Committee meeting](#), staff presented a number of legislative concepts in anticipation of CECAP acceptance. The Board subsequently approved legislative



proposals related to two of those concepts, and those proposals are moving forward in the current General Assembly session: the expansion of virtual net metering for municipal customers of Dominion Energy Virginia (HB 396) and permission for the Fairfax County Park Authority to provide retail electric vehicle (EV) charging service for a fee (HB 443).

Staff anticipates following a similar path each year with respect to the presentation of legislative concepts and proposals intended to move CECAP implementation forward. The timeline will be slightly modified, however, with concepts presented at the February Environmental Committee meeting and proposals presented at the July meeting. At least initially, the legislative concepts and proposals will focus on those two sectors that offer the greatest potential to achieve noteworthy reductions in emissions: buildings and transportation. According to both CECAP and periodic emissions inventories conducted by the Metropolitan Washington Council of Governments, the building and transportation sectors account for approximately 93 percent of greenhouse gas (GHG) emissions in Fairfax County.

### **Public education and outreach campaigns**

OEEC has developed a number of initiatives intended to encourage community members to reduce their energy consumption and associated GHG emissions, including [HomeWise](#), [Energy Action Fairfax](#), and [Green Business Partners](#). With the Board's acceptance of CECAP, OEEC began developing additional engagement opportunities with county residents, businesses, nonprofit organizations, and other stakeholders essential to CECAP's success. OEEC began work on these campaigns to ensure continued momentum while OEEC and county agencies worked on developing the long-term implementation plan.

In January 2022 the OEEC launched [Carbon-Free Fairfax](#), an initiative focused on creating opportunities for action within the community needed to fulfill CECAP's goals. Between February 2022 and June 2023, Carbon-Free Fairfax will serve as an umbrella for eight distinct public education and outreach campaigns. Each campaign is designed to address an action area that will move the needle on our local GHG emissions in a meaningful way. A summary of the eight initial Carbon-Free Fairfax campaigns is provided in Attachment A. The [Carbon-Free Fairfax website](#) will be updated with information about the campaigns as they are rolled out.

The Carbon-Free Fairfax campaigns will be deployed using a variety of public education and outreach tactics including web content, social media across channels, promotional partnerships, data visualizations and infographics, and webinars and workshops. In addition, community challenges will infuse an element of competition into OEEC's outreach and case studies and story maps will showcase success stories within the community. Many of these tactics are virtual or digital in nature, due to OEEC staffing constraints and public health concerns. Additional funding and staff support will be necessary to take these offerings to the next level.

If you have comments or questions on this memorandum, please contact [Kambiz Agazi](#), Director, Office of Environmental and Energy Coordination, at (703)-324-7188.

Attachment A: CECAP Implementation

Cc: Rachel O'Dwyer Flynn, Deputy County Executive  
Kambiz Agazi, Director, Office of Environmental and Energy Coordination

**CECAP Implementation: Carbon-Free Fairfax  
Initial Public Education and Outreach Campaigns**

**Small Actions, Big Impact** | February – October 2022

The initial campaign is focused on helping county residents and employees create and maintain good energy use habits at home and in the workplace.

**EVs from Every Angle** | February 2022 – February 2023

Our signature EV campaign focuses on educating and engaging residents, HOA leadership, and commercial/multifamily building owners around taking an initial or next step toward the purchase of an electric vehicle or the installation of charging infrastructure.

**Explore Solar Systems** | March – September 2022

In concert with the annual Solarize campaign, this campaign will work to encourage county residents and businesses to consider solar for their property.

**Know Your Numbers** | April 2022 – April 2023

This campaign will provide residents with accessible, timely information about the financial burdens and benefits of taking climate action to boost behavior change and adoption of specific technologies.

**Anything But Driving** | May – November 2022

The mission of this campaign is to get people thinking about their transportation options. The focus will be helping residents assess their current transportation patterns and how/where they might be able to make changes.

**Audits All Around** | June 2022 – June 2023

This campaign will ideally include monetary incentives or free access to energy auditors and the expertise they provide. The idea here is to encourage residents and commercial property owners to pursue an energy audit for their property before mid-2023.

**Too Hot, Too Cold, Just Right** | September 2022 – March 2023

This campaign will focus on helping residents and employers/employees in the county understand the importance of properly managing and using heating and cooling systems, turning systems off when they are not needed, installing and utilizing programmable thermostats, and embracing passive heating and cooling.

**It's Electric** | November 2022 – May 2023

This campaign will focus heavily on educating the public about the benefits of electrification, or moving from fossil fuel-powered systems and appliances to electric versions.