



# **Public Education and Outreach Programs In Support of CECAP**

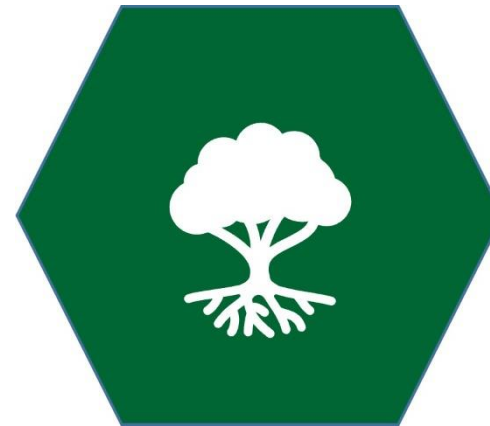
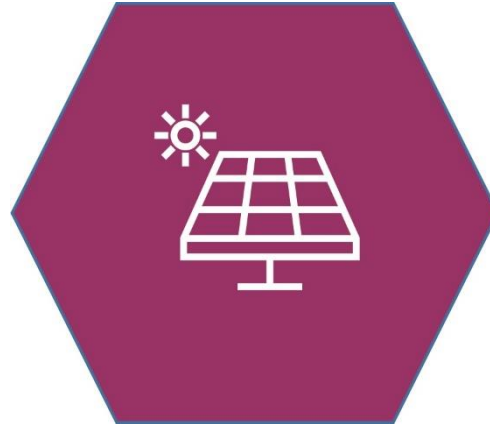
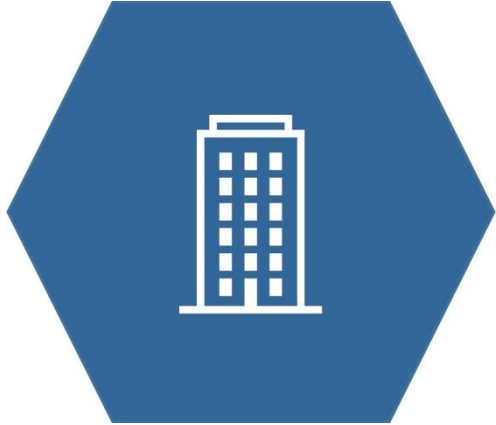
Information

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May 17, 2022

# CECAP Strategy Focus Areas



## CECAP Strategy Focus Areas, Cont.



Building Energy Use



Onsite Renewables



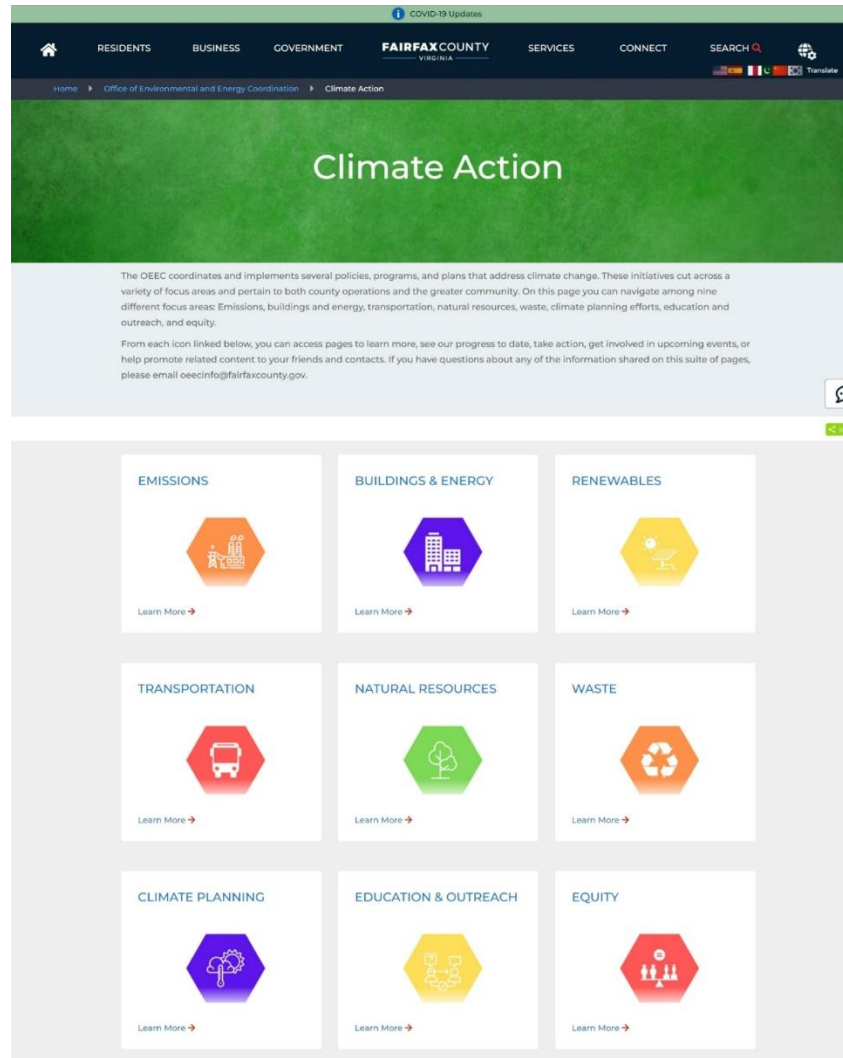
Transportation

# 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.

# Making Climate Action Information Easy to Navigate



Information arranged by topic for quick and easy navigation:

- Emissions
- Buildings and Energy
- Renewables
- Transportation
- Natural Resources
- Waste
- Climate Planning
- Education and Outreach
- Equity



## County Programs and Initiatives That Support CECAP



# Program/CECAP Strategy Matrix

	Building Energy Use	Onsite Renewables	Transportation	Waste	Natural Resources
<b>Carbon-Free Fairfax</b>	✓	✓	✓	Long-Term	Long-Term
<b>HomeWise</b>	✓				
<b>Energy Action Fairfax</b>	✓				
<b>Green Business Partners</b>	✓	✓	✓	✓	

# Updates on Carbon-Free Fairfax



Carbon-Free Fairfax is a broad greenhouse gas reduction initiative that enables county residents, businesses, nonprofit organizations, and other key stakeholders to decrease their emissions through education, outreach, and engagement opportunities.



# The HomeWise Pilot



The Fairfax County HomeWise program educates, empowers, and enables residents to make changes that reduce energy use, water use, and associated costs in their homes.

Volunteers assist low- and moderate-income residents with physical improvements to their homes and provide support for behavior changes that are proven to conserve resources and money.

# Programs Undergoing Redevelopment/Relaunch



The Energy Action Fairfax program is dedicated to providing county residents with information, resources, and assistance to encourage energy-saving activities and behavior at home.



The Green Business Partners program exists to celebrate and support sustainability leadership in the business community within Fairfax County through promotional, educational, networking, and employee engagement activities.

# Public Facing Programs: Levels of Service

Climate Action Activity – Level of Service	Promotional/ Educational Campaigns (Social Media/Web)	Limited Events	Targeted HOA/Community	Business Partnerships
Climate Action Activity/ <b>Resource Needs</b>	Existing	Existing/ <b>New</b>	<b>New</b>	<b>New</b>
Carbon-Free Fairfax	✓	✓		
Solarize/Thermalize Fairfax	✓	✓		
HomeWise	✓	✓	✓	
Energy Action Fairfax	✓	✓	✓	
Green Business Partners	✓	✓		✓
Charge Up Fairfax	✓	✓	✓	

## Next Steps for Public Programs

- Funding to support positions to staff and oversee expanded climate and energy-related education and outreach initiatives, including:
  - Carbon-Free Fairfax
  - HomeWise
  - Energy Action Fairfax
  - Green Business Partners
  - Charge Up Fairfax
  - Community partnerships
- To elevate the programs to the next level of service, a consideration item for FY 2022 Carryover that will provide \$207,830 in funding for two positions to support these public programs (CECAP education and outreach) will be needed.

## More Information and Resources

- County residents and interested parties can learn more about climate and energy-related public programming at [www.fairfaxcounty.gov/environment-energy-coordination](http://www.fairfaxcounty.gov/environment-energy-coordination).
- 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](http://www.fairfaxcounty.gov/environment-energy-coordination/cecap).
- An 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](mailto:CarbonFreeFairfax@fairfaxcounty.gov).