

CECAP Public Outreach February/March 2021

Outreach Partner Briefings | January 25 & 27, 2021
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CECAP 101

- CECAP stands for Community-wide Energy and Climate Action Plan, the first-ever greenhouse gas mitigation plan for Fairfax County.
- CECAP is unique among climate plans developed by major municipalities because the community is being asked to define the goals, strategies, and actions that will reduce our collective emissions.
- The success of CECAP depends heavily on public engagement and voluntary action.
- At this time, the CECAP Working Group is considering emission reduction strategies.
- In July, the final CECAP report will be presented to the Board of Supervisors for consideration and adoption.

CECAP Public Engagement

- Three phases of public outreach and engagement are embedded in the CECAP planning process.
- In August/September 2020, the OEEC conducted a series of three public meetings and issued an in-depth online survey.
- In February/March, the OEEC is undertaking a more involved public education campaign, combined with a public engagement campaign.
- In May 2021, the OEEC will conduct a final round of public outreach and engagement before the report is completed and presented to the Board of Supervisors.

What We Learned In August/September

- 97% of survey respondents drive some or all of the time to get where they need to go.
- Most survey respondents have no intention of switching to alternative forms of transportation in the near future.
- A majority of respondents are not interested in making major energy-related improvements to their homes due to cost.
- There is an education gap in our community.



**Your county. Your community.
Your opportunity to participate.**

The Community-wide Energy and Climate Action Plan

TAKE THE SURVEY TODAY

What We Still Want and Need To Know

- At this stage, we are making an effort to close the education gap with an organized, strategic messaging campaign.
- Our messaging will address the basics of climate change, why it matters on a local level, and how CECAP will address greenhouse gas emissions here in Fairfax County.
- We are focused on emphasizing individual responsibility and empowerment.
- We want to know more about what it will take to move county residents from a place of understanding to a place of action.
- We want to better understand how to engage the business community and frontline communities within Fairfax County.

What We're Doing in February/March

Public Education (February 1 Launch)

- Coordinated messaging distribution to organizational and individual partners.
- Publication of articles and social media content on county channels.
- Staggered release of three informative videos.
- Building momentum for public engagement.

Public Engagement (February 22 Launch)

- Three short, online public surveys covering several key topics.
- Two facilitated virtual public meetings.
- Two invitation-only roundtable discussions with specific audiences.
- Five community briefings on topics ranging from energy generation to creating connected communities.

How You Can Help

- On February 1, we will provide you with a promotional toolkit for the education component of this campaign.
- On February 22, we will send you a similar toolkit for the engagement component of the campaign.
- In between those dates, we will make links available to videos as they are completed and released.
- This toolkit will include sample newsletter or email language, sample social media text, graphics in a variety of formats, and links to online resources.
- You can help by **sending**, **sharing**, and **speaking out** to raise awareness of the content we are making available.

Send. Share. Speak Out.

- **Send:** If you have an email newsletter or even a network of close friends you feel comfortable emailing, send them a note with the language we provide. When the online surveys open on February 22, follow up with another round.
- **Share:** We will create and send you shareable content, including social media content. Spread the word far and wide!
- **Speak Out:** Word of mouth is not dead! Please don't hesitate to mention engagement opportunities to colleagues, friends, and others in your network in conversation over the next several weeks.

Questions?

Thank You!

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