**CECAP Public Outreach | Newsletter/Email Language | February 2021**

Thank you for helping to promote opportunities for the public to become involved with the Fairfax County Community-wide Energy and Climate Action Plan (CECAP). Below you will find sample language for newsletters or emails covering a variety of topics. Social media language is provided in separate toolkits. The language provided here is in line with the messaging being promoted by the Office of Environmental and Energy Coordination (OEEC).

If you have any questions about the resources provided below or about the CECAP, please don’t hesitate to reach out to cecapoutreach@fairfaxcounty.gov.

# **Graphics, images, and videos**

Pre-prepared graphics, images, and videos for use in newsletters or emails [are available here](https://www.fairfaxcounty.gov/environment-energy-coordination/cecap-febmarch-2021-public-outreach-campaign). If you need graphics in a different size, or if none of the available items suit your audience, please email cecapoutreach@fairfaxcounty.gov.

# **Newsletter language including public meeting info (Appropriate for the week of 2/22)**

Fairfax County is not immune to the effects of climate change. In 2019, we spent $14 million cleaning up after a single severe storm. That’s money that could have been used for other county programs and services.

Do you want to have a say in the development of the county’s first-ever Community-wide Energy and Climate Action Plan? Now is your chance. Fairfax County will host a virtual public meeting on energy issues on Tuesday, February 23 at 7:00 PM, and another virtual public meeting on transportation, development, and waste issues on Thursday, February 25 at 7:00 PM. Public input from both meetings will be used to inform the direction of the climate action plan. [You can find more information online here](https://bit.ly/3fW2cn8).

Climate change is an economic, environmental, and social concern. Just like paying down a credit card balance promptly can help you avoid spiraling debt, reducing our collective carbon footprint can help prevent an escalating problem that becomes harder and harder to fix the more time goes by. We owe it to ourselves and to future generations of Fairfax County residents to take climate action today. That’s why the county is developing a Community-wide Energy and Climate Action Plan, and you can help! Join a virtual public meeting this week on Tuesday, February 23 or Thursday, February 25, or take a brief online survey between now and March 14. Join the local effort to help solve a global problem. [Click here to learn more and get involved.](https://bit.ly/3fW2cn8)

# **newsletter/email language about the surveys (appropriate from 2/22 through 3/14)**

Not one, not two, but three brief surveys are now online to capture your feedback on climate planning in Fairfax County. The county is developing its first-ever Community-wide Energy and Climate Action Plan, or CECAP, and is seeking public input to inform the goals, strategies, and actions the plan will include. Now through March 14, you can complete very short surveys on energy issues, transportation, development, and waste issues, and on climate planning in general.

Can you spare five minutes to share your opinion? It will help build a plan that works for you and the rest of our community for years to come. [Find the surveys here.](https://bit.ly/3dwa0ON)

What would it take for you to make a major energy-saving improvement to your home? Would a rebate help? How about changes to HOA or permitting requirements? What do you think it would take to reduce the use of personal vehicles in Fairfax County?

Answer these questions and more in three very brief online surveys, open now through March 14 and help inform the development of Fairfax County’s first-ever Community-wide Energy and Climate Action Plan, or CECAP. The five minutes you spend on a survey today will have a real impact on our community tomorrow and for years to come. [Find the surveys here.](https://bit.ly/3dwa0ON)

# **general newsletter/email content (Appropriate throughout the campaign)**

Did you know, 68 percent of Fairfax County residents believe that individual citizens should do more to address climate change? Climate change is a global problem, but it also stands to impact us locally and we have a responsibility to address it head on. That’s why I/we am/are pleased to share some information with you about Fairfax County’s efforts to create a Community-wide Energy and Climate Action Plan, or CECAP.

The Fairfax County CECAP is unique in that it is being developed by the community, for the community, with input from dozens of organizational, business, and civic leaders, as well as individual residents. The CECAP will outline greenhouse gas reduction goals for the community and will include recommended strategies and actions community members can take on a voluntary basis to help achieve the goals.

I/we encourage you to [learn more about climate action in Fairfax County](http://bit.ly/30lf7Zx), keep up with the planning process, and take advantage of opportunities to participate, like online public surveys and virtual public meetings being held this spring.